The Sacramento Observer

AMERICA'S NO. 1 BLACK NEWSPAPER

1973 WINNER OF THE JOHN B. RUSSWURM TROPHY FOR JOURNALISM EXCELLENCE

NEW MISS BLACK TEEN

(SEE PHOTOS ON PAGE C-3)

Mother's Day, being celebrated Sunday, May 12th, ideally honors the institution of motherhood. We have used the Nash Family, shown here, as a way of reminding us to give thanks on Mother's Day, to that special woman in your life.

VOL. 11 NO. 23 | FOR WEEK OF: MAY 2 - 8, 1974 | 15¢ PER COPY

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MINORITY HIRING RULE

The Sacramento County Civil Service Commission called for the immediate implementation of a minority preference hiring rule for 17 County job classifications last week.

Hiring for these jobs had been frozen by the Board of Supervisors to allow further study and public hearings on the preference plan.

The county personnel department would have the power to give hiring preference to minority members, regardless of their place on a civil service list, in any classification in which minorities are underrepresented. The Commission also adopted a stipulation that would prohibit preferential hiring for minorities in classifications that were already adequately represented.

These job classifications include: Personnel analyst, assistant property appraiser, stock clerk, construction inspector, building inspector, assistant underground repairman, traffic signal

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COOPERATIVE AGREEMENT

The National Aeronautics and Space Administration, (NASA) and the Office of Minority Business Enterprise, (OMBE) recently signed a cooperative agreement to aid minority business. NASA and OMBE will sponsor a series of "technology transfer" seminars, designed to make available to the minority business community, selected space related technology that can be adapted to commercial use. Shown here claspi hands in a unity gesture, are the four agency officials who finalized the joint agreement. Left to right: Dr. George M. Low, NASA Deputy Administrator; Dr. Dudley G. McConnell, NASA Assistant Administrator for Equal Opportunity Programs; Alex Armendaris, Director of OMBE and John K. Tabor, Under Secretary for the Commerce Department.

EVANS

Evans Elected To Marcor Directors

W. Leonard Evans, Jr., publisher of Tuesday Publications of Chicago and founder of the National NNN Radio Network of Negro radio stations, has been nominated for election to the board of directors of Marcor Inc., parent company of Montgomery Ward and Container Corporation of America.

WALKER ADDRESSES STOCKHOLM CONFERENCE

Dr. Lucius B. Walker, Jr., Associate General Secretary for Church and Society at the National Council of Churches, addressed the recent Stockholm Conference on Implementation of the Paris Peace Agreement on Vietnam. He was part of a 20-member U.S. delegation from religious and peace organizations.

WALKER

Minority Hiring Rule...

(Continued from Page A-1)

technician I, equipment mechanic I, airport service worker I, deputy probation officer, counselor I, systems analyst programmer III, account clerk I, clerk I, typist clerk I, and steno clerk I.

In these jobs, minorities would be hired off examination lists on a ratio of one minority to every two white.

Fatherless Black Children

Three times as many Black children (43 per cent) as white (14 per cent) live in families where the father is absent, unemployed, or out of the labor force, according to a special study conducted by the U.S. Department of Labor's Bureau of Labor Statistics.

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MINISTERS MEET WITH POLICE CHIEF

Members of the Minister's Council for Equal Opportunity met last week with Sacramento Police Chief William Kinney to discuss aspects of police-community relations. The main objective of the mid-week meeting was to discuss the recent police search of the Nation of Islam's Temple Number 73. Sacramento Police were allegedly looking for evidence linking three Black Muslims to the shooting death of Joseph F. Belmore. The ministers also discussed with Chief Kinney the highly controversial Oak Park Police-Community Relations Office. The office has recently come under increased community criticism. Shown are left to right, the Rev. S. Eugene Winn, the Rev. G. W. Johnson, the Rev. B. Leland Nash, Jahue Nash, Sr., Sacramento Police Chief William Kinney; John Lindsey and the Rev. Moses Gipson. Not shown are the Rev. Emphriam Williams and the Rev. A. Paul Jones.

Elk Grove Optimistic On Racial Problems

Elk Grove School Superintendent, Glenn Houde says that he is "optimistic" that the problems facing Rutter Jr. High School can soon be solved.

Rutter, in recent weeks, has been the scene of racial unrest. The problems came to a head three weeks ago when one youth was arrested, another suspended and the entire student body dismissed early.

Black students at the school number less than 100. According to Concerned Black Parents of Elk Grove Schools, Black students were the targets of racial slurs, name callings and fist fights.

The parents particularly became concerned when the Black girls in the school were singled out and "picked on," said Henry Clay, chairman of Concerned Black Parents.

Parents say that racial conflicts are just one of the problems facing Rutter. They say the school is overcrowded and the teachers unskilled in dealing with resultant problems. The parents blame the administration.

In an attempt to ease some of

(Continued on Page A-6)

ONE OF THE GOOD MEN

Special Assistant to OBSERVER publisher William H. Lee, U. S. Marine Sgt. Joseph Stinson, watches the progress of the Elk Grove Women's Softball tournament. The tournament was held last weekend and featured women's slow pitch invitational teams from throughout the greater Sacramento area. The U. S. Marines paraded during the festivities at the Elk Grove event. Stinson is presently on a leave-of-absence from THE OBSERVER and on active duty with the local Marine Corp recruitment program.

YOUTH GROUP OPPOSES DEL PASO CENTER'S SITE

Young Peoples Search For Solutions, YPSS, a Del Paso Heights youth service group, announced last week that it opposes the site selected for a proposed $350,000 recreation center. YPSS wants the center located centrally rather than in an outlying area.

The group is circulating a petition to have the center located at a site at Ford Road and Carrol Avenue near Norwood Avenue instead of at the Raley Boulevard and Bell Avenue site as originally voted on by the Heights Project Area Committee. (PAC)

In a letter to City Councilman Herman Lawson, who is chairman of the council's community development committee, YPSS director James L. Richardson said that the voting procedure used in determining the center site did not adequately reflect community desires.

Richardson said that PAC didn't give advance notice of the forthcoming vote at that meeting. He also said that those under 18 weren't allowed to vote on the site although the center has been proposed for the benefit of the area youth.

According to Richardson, YPSS has thus far gotten 200 signatures on the petition.

Today's Understanding Air Force Officers

There are still veterans of World War II who will remember the tough old "Sergeant Major" who was more feared and respected by the young "troops" than their commanding officer.

The Air Force now calls its sergeant major an "Airman Advisor" and makes it clear that these senior noncommissioned officers are there to help and advise rather than threaten or punish.

At Mather Air Force Base, Calif. the commanding officer has gone a step further. Recognizing the increasingly important role of the young airmen in the technology rich Air Force, Colonel Robert W. Bazley has named a "Junior Airman Advisor," Sergeant Donald W. Malosh.

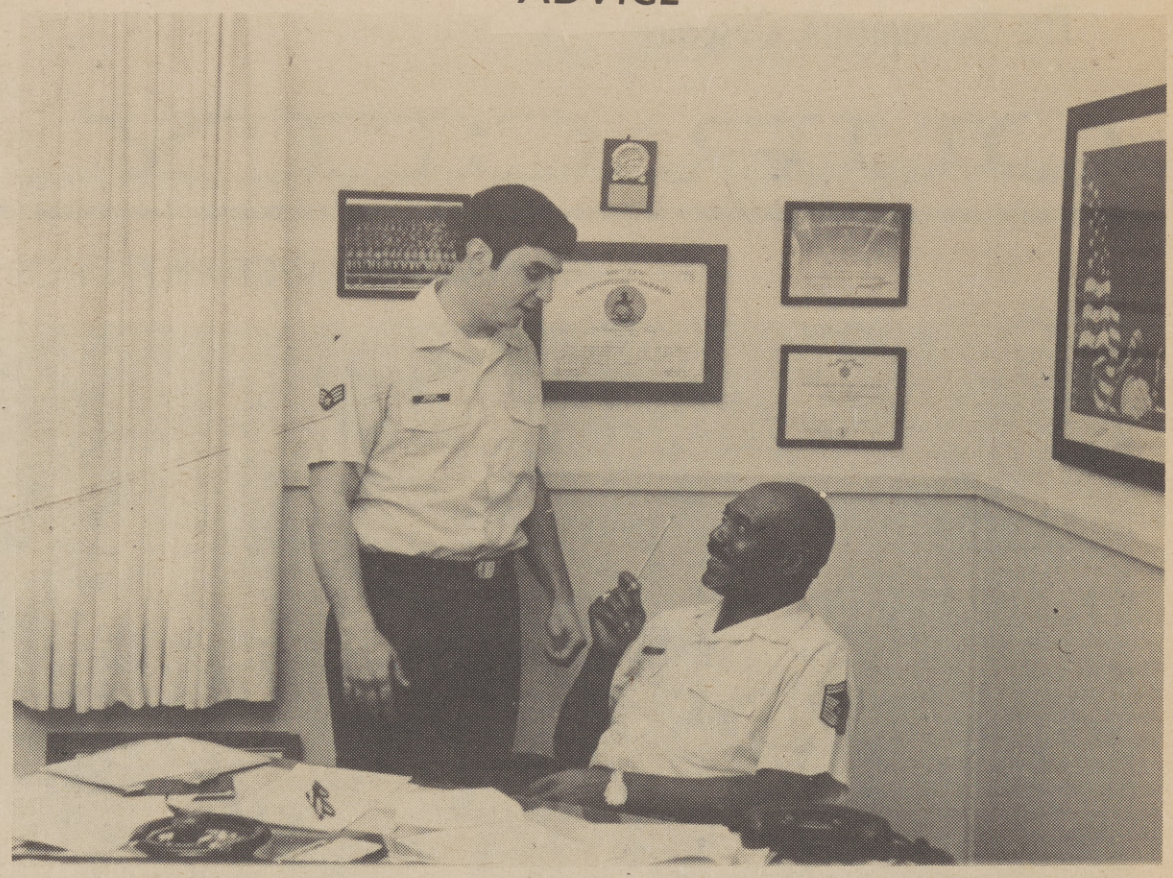
Both the advisors, senior and junior, are recently appointed and are now getting acquainted with their jobs.

Chief Master Sergeant Willie C. Speed, a 26-year Air Force veteran says, "With two of us, we'll be able to get to know and truly represent all the Mather enlisted people. We are the liaison between them and the commander. We hope that our young people who would rather talk to someone nearer their own age, will be able to relate to Don and have confidence in him."

Sergeant Malosh, who is serving his first term in the Air Force, says, "I've got to convince the people that I'm not just a figurehead. Colonel Bazley told me that he wanted me to be the mouthpiece of the airmen. I have access to him at any time and he expects me to give him the straight line."

Appointment of a Junior Airman Advisor is reportedly a first for the Air Force.

ADVICE



Sergeant Donald Malosh gets a little advice on how to be an advisor from Mather Senior Airman Advisor Chief Master Sergeant Willie Speed. Sergeant Malosh is reportedly the first Junior Airman Advisor appointed to serve at an Air Force installation. (U.S. Air Force Photo by Sergeant Sterling Sharp)

DEL PASO PAC TO CONVENE

The regular meeting of the Project Area Committee of Del Paso Heights will be held Thursday, May 16, 1974, 7:00 p.m. at Del Paso Heights Library, 920 Grand Avenue.

Vice Chairman J. Leflore will be presiding.

'Do Their Thing'

Attention all Sacramento entertainers and performing groups!

The Community / Convention Center is inviting local talent to "do their thing" during the Community Fair and the commercial Trade Show which will run for six days during the opening of the Center.

Performances will be scheduled for the stage in the Exhibit Hall starting at noon on the opening day, Saturday, June 29, according to Leonard Zerilli, Center assistant manager.

The Community Fair, which will feature exhibits by non-profit organizations, will run the first three days, Saturday through Monday, July 1, to be followed by the commercial show on Tuesday through Thursday, July 4. Show hours are from noon to 9 p.m. and from noon to 6 p.m. on Sunday.

Local Rabies Clinics Scheduled

The annual series of rabies vaccination clinics is again being held during May at area schools and other locations throughout the county.

The low-cost clinics are sponsored by the county and the Sacramento Valley Veterinary Medical Association in an effort to control rabies, a fatal disease.

A cash charge (no checks) of $2 will be made for the innoculation which is virtually painless and provides protection for two years. As in the past, dogs brought to clinics must be on a leash and accompanied by an adult.

Besides rabies shots, dog licenses will be available at the clinics. The basic cost of the license, good for one year, is $5 for residents of the City of Sacramento and $6 for all others.

For the first time, reduced rates are available for those who can show a certificate indicating that their dog has been spayed or neutered. For them, the license fee is $2.50 for City of Sacramento residents, and $3 for all others.

Checks will be accepted to pay for licenses.

For more information city residents should call 449-5623 while unincorporated residents should contact the County Animal Control Center at 362-4133.

The clinic schedule with hours 6:00 p.m., to 8:30 p.m., for the remainder of the month, is as follows:

MAY 13 - John Bidwell School and Rusch Park; MAY 14 - Hiram W. Johnson High School and Rio Linda School; MAY 15 - Oak Ridge Elementary School and John Holst School; MAY 16 - Luther Burbank Senior High School and Bella Vista High School; MAY 17 - Galt Joint Union High School and North Sacramento School District Offices; MAY 20 - Caleb Greenwood and Del Campo High School; MAY 21 - Sacramento Senior High School and Pioneer Elementary School; MAY 22- Earl Warren Elementary School and Lichen Elementary School; MAY 23 - Thomas Jefferson Elementary School and La Sierra High School; MAY 24 - Clayton B. Wire School and Encina High School.

BUSES DO IT MORE NIGHTS & WEEKENDS
REGIONAL TRANSIT

By the way...

by Joe Black

A ten year old girl is grabbed on her way home from school, taken inside a building, assaulted and killed.

A seventy-three year old woman is raped and robbed, as she prays inside a church.

So what else is new? Simply this: These two violent crimes involved Blacks.

The criminals were Black. And so were the poor victims.

Black-on-Black crime is rampant within the Black community. And yet too many Blacks try to justify these animal actions with sociological and philosophical excuses. All of which are simply self-serving.

Black, white, yellow, green, or upsidedown, a criminal is a criminal. No matter how you call it.

And, today especially, there is no excuse for allowing criminal action to go overlooked or unpunished in our community.

Black people have been marching and chanting: "We shall overcome," "Ain't nobody going to turn us around," "Black is where it's at," and "Black is beautiful."

But there's nothing beautiful about allowing Black crime to happen. Yet, when many Blacks have to stand up and be counted, too many still turn away from some very real issues that count.

It isn't ignorance or uninvolvement so much as fear that keeps a person from doing things that must be done.

But, we foster Brotherhood. We don't fear it.

And being fearful of being our Brother's keeper can only lead to one more fearful thing.

Being guilty of becoming our Brother's killer.

Joe Black
Vice President
The Greyhound Corporation

How To Cope With Tension

How to cope with tension is the new "Sleeplearning" program being aired by Radio Station KEZS Stereo 97, in cooperation with the Sacramento-Yolo-Sierra Heart Association.

Coping with tension is the 3rd in a series of topics utilizing Sleeplearning, a new technique designed to reach the subconcious through positive suggestions. KEZS and the Heart Association have been airing the program in the early morning hours since January. Other Sleeplearning subjects have centered on helping listeners stop smoking and lose weight.

"According to studies by the Heart Association, tension is a normal part of everybody's life," explains KEZS manager Ken Thompson, "But a person needs to 'let go' now and then Constant tension is what hurts."

The messages contain suggestions on relieveing tension, such as this one: "Excessively Tense? Try this: sit down, and just straighten your back for a minute. That's it . . .become completely erect. Now... let go . . . relax all muscle effort.

"Feel your whole back relax?"

The program is currently being aired from 1:00 a.m., to 5:00 p.m. adily and will continue as a part of the station's schedule through June 15.

3rd Annual Miss California Teen Pageant Slated

The 3rd Annual Miss California Teen Ager Pageant will be held on June 28 and 29 at the Royal Inn in Anaheim. On hand to crown the new winner will be Miss California Teen Ager 1973, Melinda Ann Palmer of Magalia. Melinda has reigned since June 23, 1973 when she won her title over 187 other California girls.

The winner of the state pageant will receive, in addition to a scholarship, a 6 day all expense paid trip to Atlanta, Georgia to compete with the other state winners for the title of MISS NATIONAL TEEN AGER.

All 50 states and the District of Columbia will be represented at the National Finals. A total of $10,000 in cash scholarships will be awarded at the Finals.

All California girls between the ages of 13 and 17 are eligible to compete, regardless of race, creed or color. Judging is based on scholastic achievements, civic contributions, poise, personality and appearance.

There is no talent or swim suit competition.

The theme of the pageant is "What's Right About America?"

Each contestant is required to write a 100 word or less essay on the theme and awards are given to the winners. The essays are judged by a separate panel of judges.

The National Teen Ager Pageant is the only one of its kind to hold a bona fide state pageant in each of the 50 states and the District of Columbia with one winner chosen to represent her state at the National Finals.

The deadline by which completed applications must be in our office is May 23, 1974.

Application blanks may be obtained by sending a stamped, self-addressed envelope to the National Teen Ager Pageant, P. O. Box 406, Rockton, Illinois, 61072. Blanks may also be picked up at the Girls Club of the Harbor Area, 1815 Anaheim Ave. in Costa Mesa and the Girls Club of Buena Park, 7681 9th in Buena Park.

Senior Citizens Forums Planned

The California State Office on Aging will hold the second in a current series of public forums on programs and projects for senior citizens in San Francisco Tuesday, May 14. The public meetings are part of the state's celebration of Older Americans Month.

State Director on Aging, Dr. J. M. Stubblebine will preside at the public meeting, scheduled to run from 10 a.m. to 4 p.m. in the auditorium (Room 1194) of the State Building at 455 Golden Gate Avenue.

"America possesses no greater resource than the collective wisdom and experience of its older citizens," Stubblebine said.

"We all have an investment in the future because aging is the one thing we know is happening to us all. That is why we are personally interested in encouraging dialogue about the needs of the aging with those who are working in the programs and projects now serving older persons and with those men and women who have already experienced some of the changes that occur once we have passed the age of 60."

"These public forums in honor of Older Americans Month are providing opportunity for the State Office on Aging to hear from the people and we expect to have presented a wide variety of subjects of interest to seniors."

Sacramento will be the scene of the next public forum, scheduled for Wednesday, May 15. The 10 a.m. to 4 p.m. hearing will be held in the auditorium of State Office Building #9 at 744 P Street.

Public meetings are also scheduled for San Diego, May 21; Los Angeles, May 22; and Fresno, May 29.

Community Fair At Convention Center

A community fair is being planned as a primary feature of the opening program at the new Sacramento Community / Convention Center.

The fair, to be staged in the Exhibit Hall, will run for three days, starting at noon Saturday, June 29, immediately following the official dedication ceremony, according to Leonard Zerilli, assistant manager of the Center.

The fair will be open until 9 p.m. the first day and again from noon until 6 p.m. on Sunday (June 30) and from noon to 9 p.m. on Monday (July 1). It will be open to the public free of charge.

Zerilli said that interested non-profit organizations are invited to exhibit. He said that 8x10 and 10x10 booths or comparably sized areas will be made available at no cost.

The Center will provide security around the clock, but asks that the booths be manned by appropriate personnel during show hours.

Organizations interested in participating in the fair are asked to contact Mike Stauffer of the Center staff at 449-5212.

Armed Forces Week Luncheon

The first community-sponsored Armed Forces Week luncheon program was sponsored by the Rotary Club of Sacramento in 1949. This year's annual observance on May 16 marks the 25th consecutive year that the Sacramento community has honored the members of the military service.

Lieutenant General Elvy Benton Roberts, Commanding General, Sixth U. S. Army, Presidio of San Francisco, is the guest speaker at this year's luncheon to be held at noon at the Senator Hotel.

The Rotary Club of Sacramento and the Metropolitan Chamber of Commerce are co-sponsors of the 25th Annual observance of Armed Forces Week. Roy Green, Major General, USA Retired, is the Chairman of the event.

Prior to his assignment as the Sixth Army Commanding General, Lieutenant General Roberts was the Joint Chiefs of Staff representative to the U.S. Delegation for the negotiations with the Warsaw Pact on reduction of forces in Europe.

General Roberts served with the 501st and 502d Parachute Infantry Regiments, 101st Airborne Division as a regimental operations officer and battalion commander in World War II. He also commanded the 1st Air Calvary Division in Vietnam.

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ELK GROVE'S RACIAL PROBLEMS...

(Continued from Page A-3)

the tension at Rutter, school principal, Richard Burton enlisted the aid of four human relations specialists from Mather Air Force Base.

However, Concerned Black Parents questioned the use of military specialists in a junior high school. Houde maintains that the team from Mather has been "very effective" and that Rutter will continue to use them to provide inservice training for Rutter's staff.

Houde also said that the school had enlisted the aid of Wilmer Leon, a human relations expert with the state department of education and Ms. Lenore Williams, county coordinator of affirmative action.

Parents also expressed concern because of the reported presence of armed sheriff deputies on campus.

According to Houde, juvenile officers were on campus for "a couple of days" after the incident 3 weeks ago. He said he did not know whether or not they were armed.

"Had the problem got more severe we quickly would have had uniformed officers on the scene," affirmed Houde.

Houde and Concerned Black Parents met recently to discuss the school's problems. cuss the school's ~~problems.~~

"Many parents had very definite notions about what was going on in the school without ever having visited it," said Houde. He also said that he was pleased with the groups' attitude. "These folks are willing to work and help solve some of the problems facing the school," said Houde.

A spokesman for Concerned Black Parents said that the recent meeting with Houde was productive and they plan to continue in their efforts to improve educational conditions at the school. The group is scheduled to meet with other school officials in the coming weeks.

SUPERINTENDENT AND PARENTS

Elk Groves' School Superintendent Glenn Houde is shown as he addressed the Concerned Black Parents of Elk Grove School organization. Standing in the background is Henry Clay, chairman of the group, Mrs. Eulah Meadows, secretary is to his right.

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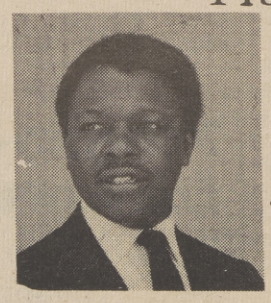

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NAACP Announces May-June Calendar

Virna M. Canson, Acting Regional Director, West Coast Region, National Association for the Advancement of Colored People, this week announced a series of events among Adult and Youth units of the NAACP in the Western Region.

Mrs. Canson said these events will highlight commemoration of the 20th anniversary of the United States Supreme Court Decision, Brown v. Board of Education (347, U.S. 483 - 1954), rendered May 17, 1954. This decision outlawed discrimination in the public schools of our country.

In addition to the commemorative activities, the Region and local units are launching a Spring drive for memberships in NAACP.

Membership costs are $6.00 per year for adults and $2.00 per year for youth. $10.00 and $25.00 memberships for adults are also available. Mrs. Canson called for men and women of all races who believe the NAACP's struggle is worthy of their support to send checks for memberships to the Regional Office, 995 Market Street, 16th Floor, San Francisco 94103.

Commenting on the 20th anniversary of the historic decision, Mrs. Canson said, "While we commemorate the past, we are strategizing for the future. Far too many school districts have not complied. Many who have half-heartedly complied take revengeful, repressive action against Black students, teachers, parents and administrators. This must cease."

"We salute those districts having moved in good faith to achieve quality, integrated education."

"We serve notice on those recalcitrant districts that we will pursue legal and/or administrative action to achieve quality integrated education for all children."

MAY 10, 1974
Vallejo Branch NAACP Commemorative Banquet. Don Foley Cultural Center, Vallejo. 6:30 p.m. Speaker: Nathaniel S. Colley, Esq., Chairman, Region I, Legal Committee. Contact: La Dell Montgomery, President - 707-642-6985 (Res.)

MAY 11, 1974
Region I NAACP Lawyers' Committee Education and Strategy Meeting - San Francisco Hilton Hotel (Airport). By invitation only. Contact: San Francisco NAACP Regional Office - 415-986-6992.

MAY 16, 1974
Palo Alto Stanford Branch NAACP Commemorative Meeting. First Congregational Church, Embarcadero & Lewis Roads, Palo Alto, California. Speaker: Dr. Stephen Horn, Long Beach State Chairman, U.S. Civil Rights Commission. 8:00 p.m. Contact: Marjorie Moylan-414-323-1942.

MAY 17, 1974
Alameda Branch NAACP Game Night, 1114 Buena Avenue, Alameda, 8:00 p.m. Contact: Unav Wade, President - 415-522-3054.

MAY 17, 1974
Pasadena Branch NAACP Commemorative & Awards Meeting. Jackie Robinson Center, Pasadena, California - 7:00 p.m. Contact: Mrs. Unav Wade, President - 415-522-3054 (Res.)

MAY 17, 18, 19, 1974
Southern Area Conference. Theme: "Save Our Children." Holiday Inn Downtown (Figueroa). Contact: Atty. Charles B. Johnson, President - 213-796-3438 - or - Mrs. Bettye Black, 213-299-1550.

MAY 18, 1974
Salt Lake City Branch NAACP Freedom Fund Banquet. Contact: Mr. James Dooley, President - 801-322-2032 (Res.)

MAY 19, 1974
Sacramento Branch NAACP Youth Council Freedom Picnic & Capitol Steps Rally. State Capitol, Sacramento. (No charge). Contact: Mr. Ron Blanchette - 916-454-8786.

MAY, 1974
Portland Branch NAACP Freedom Rally. Speaker: Miss Althea T. L. Simmons, Director of Education, NAACP, New York City. Contact: Rev. Ellis Casson, President, 503-882-0386 (Res.) - 884-3221 (Bus.)

MAY 24, 1974
Central Area Conference, NAACP Spring Meeting. Hawthorne (Highway 95), El Capitan Motel (702-945-3221). Conference Theme: Memberships "100,000 More in '74 - a Pledge to Roy." National Guard Armory - 9th Street & Armory Road. Contact: Mr. Nathaniel White, President - 916-533-4490 (Res.) - 345-6231 (Bus.).

MAY 25, 1974
Victor Valley Branch NAACP. NAACP Birthday Anniversary Dinner Party. Spring Valley Lake Country Club, Bear Valley Road, Victorville, California. Reservations $10.00 Contact: Mr. Julian P. Weaver, President -714-245-5175.

MAY 25, 1974
Southwest Area Conference NAACP. Wesley Community Center, 1005 E. Washington, Phoenix, Arizona. Contact: Jim Harris, President (Maricopa Co. Branch NAACP), 602-258-4366 - or Jim Barclay, Interim Chairman, 602-458-2977 (Res.)

MAY 26, 1974
Seattle Branch NAACP Youth Freedom Fund & Membership Dinner. Heritage House, 820 Empire Way South, Seattle, Washington - 6:00 - 12:00 p.m. $4.00 adults/$2.00 youth. Contact: Mr. Lacy Steele, President - 206-746-5677 (Res.) - 773-0964 (Bus.)

MAY 31 - JUNE 1, 1974
Northern Area Conference NAACP. Contact: Mr. Grandvel Jackson, President - 415-664-5850 (Res.) - 863-4680 (Bus.)

JUNE 8, 1974
El Cerrito Branch NAACP. Leonard H. Carter Freedom Ball. (Place to be announced.) Contact: Mrs. Pat Freeman, President - 415-524-5462 (Res.)

JUNE 8, 1974
San Francisco Branch NAACP Homecoming Banquet. Third Baptist Church. San Francisco - 7:30 p.m. Speaker: Judge R.J. Reynolds. Contact: Mr. Benjamin Criswell, President - 415-661-0475 (Res.) - 567-6990 (Bus.)

JUNE 8, 1974
San Gabirel Valley Branch NAACP Annual Awards & Tenth Anniversary Banquet. Starks Restaurant, 2200 E. Garvey Avenue, West Covina. No Host Cocktails 6:30 - 7:30 p.m., Dinner - 7:30 p.m. Contact: Mrs. Dorothy Davis, President 213-966-1221.

JUNE 15, 1974
Santa Rosa Branch NAACP. Memorial Service for the late Leonard H. Carter, Regional Director, Region I - 1965-1974. Benefit: Leonard H. Carter Memorial Fund. Contact: Mr. Nick Brown, President - 707-545-3674 (Res.) - 528-5207 (Bus.)

LOVIE—DOVIE

Walter Williams, a member of the world famous Philadelphia International singing group, "The O'Jays," has much to sing about these days. Because recently his wife, Nancy, presented the proud father with identical twin girls. Their names are, left to right, Shalawn (Lovie) and Seandra (Dovie). The couple also has another daughter, named Dawn.

'Family Night'

A public meeting of the Parent Council of the Henry Collins Child Development Center will have as its guest speaker, Ms. Rose Marie McDuff, of the Social Actions Office, McClellan Air Force Base. The meeting is scheduled for Friday, May 17th, at 7:00 p.m.

The meeting will also feature "Family Night."

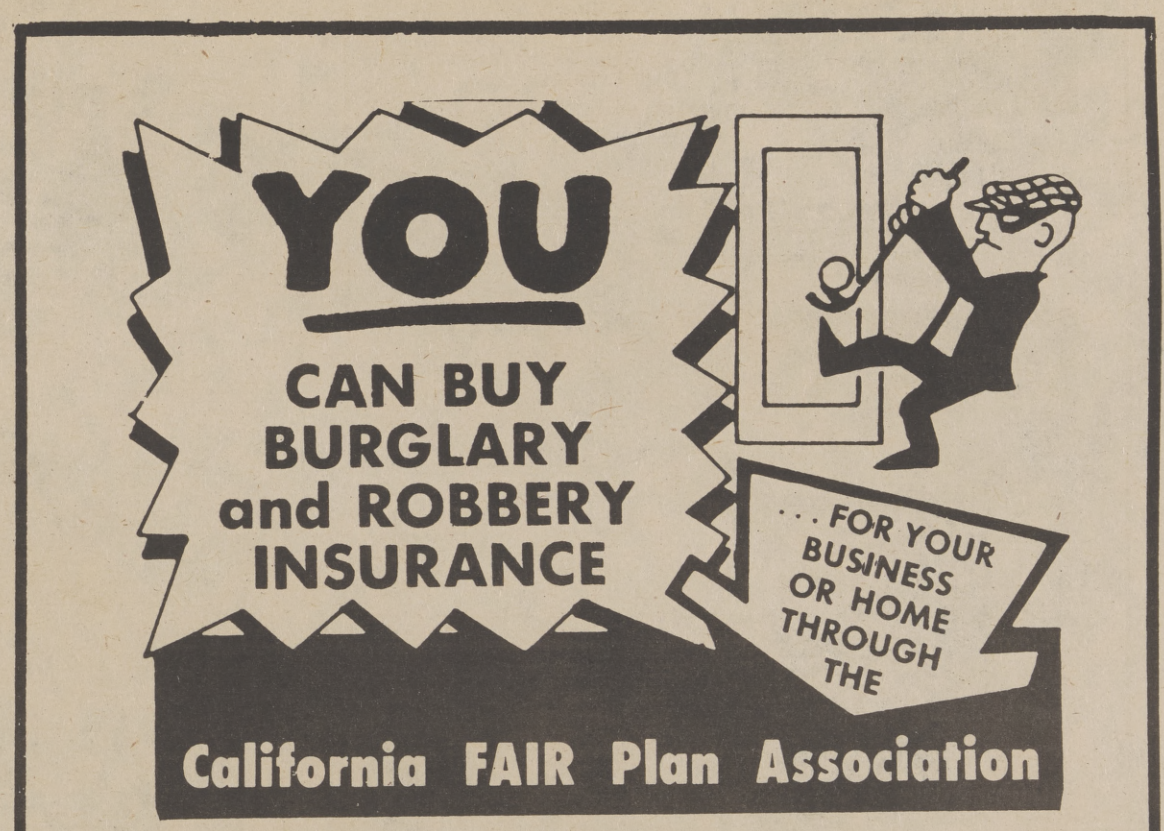
Ms. McDuff's appearance will allow her the opportunity to relate the many community resources available at McClellan.

A native of Los Angeles, Ms. McDuff attended the Emmanuel Bible Institute there, arriving at McClellan in 1965 after being stationed at Norton Air Force Base, California.

Her formal education includes an AA degree in Social Science from the American River College, a BA in Anthropology from Sacramento State College, and a M.A. in Anthropology from California State University at Sacramento in 1973.

Ms. McDuff is a member of Epsilon Chapter, Tau Gamma Delta Sorority and an evangelist with Sacramento's Church of God in Christ.

The public is invited to the meeting.



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California FAIR Plan

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Special May prices on machine-washable blankets and comforters.

Chateau (above) by Fieldcrest of Acrilan® acrylic. Neva-Shed® process. 6" nylon binding. Green, laguna blue, sable, gold or white

	Reg.	Sale
Twin	20.00	**17.00**
Full	23.00	**20.00**
Queen	30.00	**27.00**
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Blankets—Macy's Sacramento

Gold Crown by Fieldcrest is automatic, has 5 yr. guarantee (2 yr. replacement, 3 yr. repair). Of Acrilan® acrylic. Laguna blue, white, green or gold.

	Reg.	Sale
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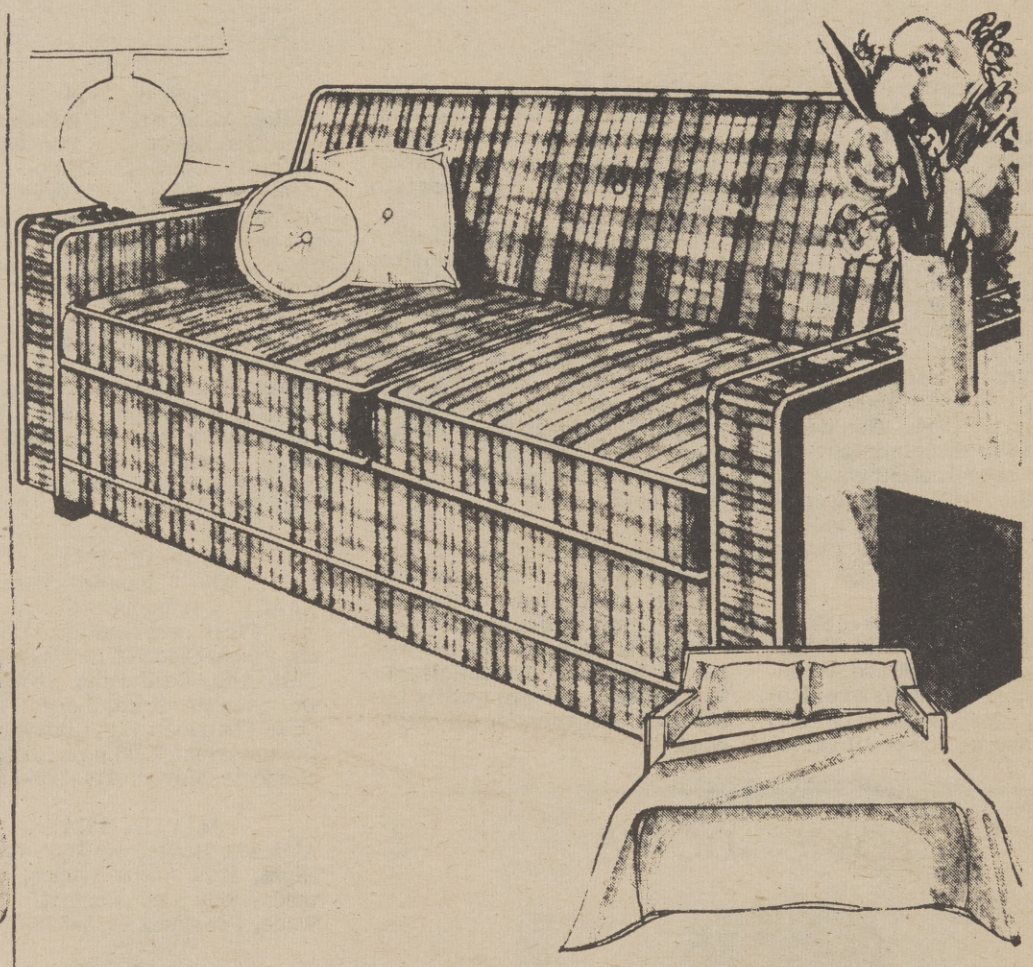

This contemporary queen-size sofabed has rich plaid upholstery of Herculon® olefin, the fiber with soil release built in!

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Stretch out in queen-size comfort, on the long-lasting mattress, by night. By day, you'll get full satisfaction from the handsome straight-arm styling and rich gold plaid fabric of Herculon® olefin, "the home furnishings fiber." The color is added in solution, so it's "built in," stays colorfast. Soil-release is built in too, not just added on. Infrequent (and easy) cleaning won't remove it. You can wipe up most stains with a damp sponge, because they won't soak in.

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Toss and turn? It's a pleasure on this mattress set that's got a cover quilted to double-thick Sealyfoam over more than 300 can-take-it Dura-Flex innersprings. You get firm support that lasts, comfort you can count on through many years.

Full set, reg. 159.90 ... **138.00 set**
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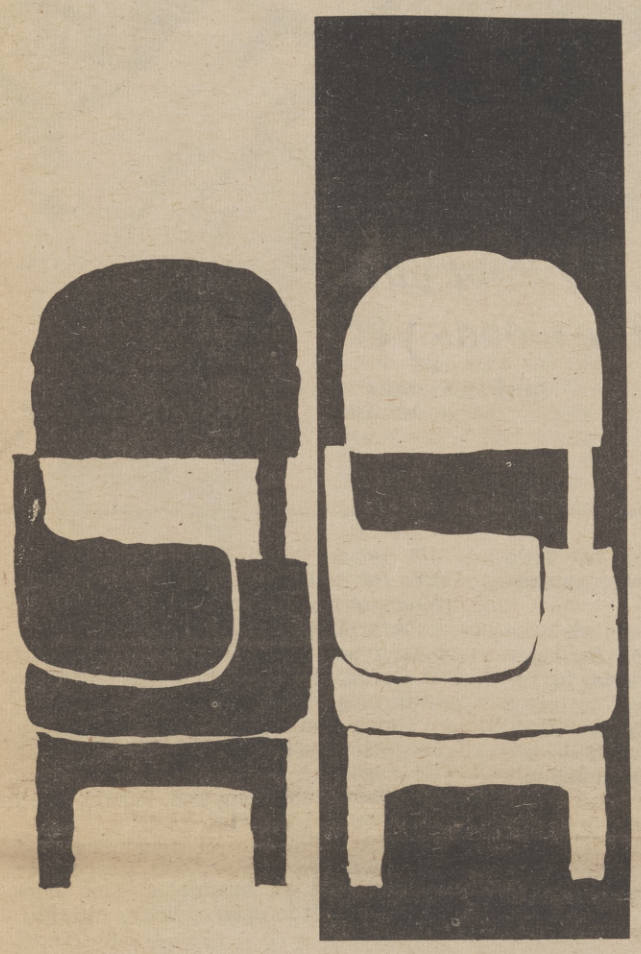
The Sacramento Observer

SECTION B

OBSERVATIONS

MAY 9 - 15, 1974

20 YEARS AFTER 'BROWN DECISION'



EDITOR'S NOTE - Twenty years ago, on May 17, 1964, the U.S. Supreme Court ruled against segregated public schools. However, the 20 years since the court's decision in Brown v. Topeka Board of Education have not been 20 years of school desegregation, according to the May issue of "Race Relations Reporter."

The original rulings in Brown called for compliance "with all deliberate speed." The Reporter notes that defiant white resistance, legal maneuvering, legislative barricades and the question of Southern de jure as opposed to Northern de facto segregation caused delays in school desegregation. And the desegregation movement did not gain impetus until the second decade.

The Report's May issue summarizes 20 years of school desegregation statistics in the South and nation. The magazine is a publication of Race and Relations Information Center, Nashville, Tenn.

The Center began in May, 1954, as Southern Education Reporting Service, created by a biracial group of newsmen and educators to provide a factual source of information on school desegregation developments.

MAY 17, 1954 THE SUPREME COURT HELD "SEPARATE EDUCATIONAL FACILITIES ARE INHERENTLY UNEQUAL"

by THE RACE AND RELATIONS INFORMATION CENTER

On this 20th anniversary of the first Brown decision, approximately half of the South's Black students attend predominantly white schools. Less than 10 per cent of the region's total Black enrollment remains in all-Black schools.

Twenty years is a long time and perhaps it has been forgotten that the Supreme Court issued two Brown decisions, each a year apart.

On May 17, 1954, the court held: "Separate educational facilities are inherently unequal." The cases before the court had been filed as class actions, although they came on behalf of individual plaintiffs from five separate school districts: Topeka, Kans.; Clarendon County, S. C.; Prince Edward County, Va.; New Castle County, Del.; and Washington, D. C.

Because of the class nature of these suits and the great variety of local conditions that the court would have to consider, the first opinion called for additional arguments.

On May 31, 1955, the Justices issued the second opinion, remanding the cases to the courts of origin and calling for the lower courts to "require that the defendants make a prompt and reasonable start toward full compliance" with the previous year's ruling. The Supreme Court also called for compliance "With all deliberate speed," a phrase that became a key in the years of controversy following the ruling.

During the first 10 years after Brown, compliance efforts focused almost entirely on the 17 Southern and border states that had required segregation by law.

The percentage of Blacks in the 11 Southern states who attended desegregated schools remained less than one per cent until the 1963-64 school year.

In 1964, the Congress passed the Civil Rights Act forbidding discrimination in education and withholding funds from segregated schools. Through the 1964-65 school year, Southern Education Reporting Service, the predecessor of Race Relations Information Center, was the only source for the region's statistics on school desegregation.

In that school year, the 11 Southern States had 2.25 per cent of its Black students attending schools with whites.

Beginning with 1965-66, the U.S. Department of Health, Education and Welfare, began monitoring school desegregation and 6.1 per cent of the Black students in the South attended desegregated schools.

The pace of desegregation quickened with the 1966-67 school year and 15.9 per cent of the public school Black students attended desegregated schools. The figure doubled two years later, reaching 32 per cent.

Figures were not available for 1969-70, but the federal count in 1970-71, showed almost 86 per cent of the South's Black pupils were in desegregated schools.

The figure showed another sizeable increase in the following school year (1971-72), reaching 90.8 per cent. The latest available figure is for 1972-73, and that figure is 91.3 per cent. A spokesman for the Office of Civil Rights said that estimates indicate the figures will have changed little for this current school year.

The first national statistics on school desegregation became available in the late 1960's. In 1968-69, the nation had 23.4 per cent of its Black students in majority-white schools (50 per cent or more white), as compared to the 18.4 per cent in the South. In 1970-71, the ranking reversed, with the South having a figure of 40.3 per cent Blacks in majority-white schools, and the national figure numbering 33.1 per cent.

The latest figures available, those for 1972-73, show that the public schools in the South have 46.3 per cent of the Black students in predominantly white schools, and the national figure is 36.3 per cent.

Another measure of "20 years of Brown" is an accounting of how many Black students remain in all-Black schools. The first nationwide survey in 1968-69, showed the U.S. had 39.7 per cent in all-Black schools, compared to 68 per cent for the South.

The South had dropped to par with the national figure of 14 per cent in 1970-71, and the South had reduced its all-Black school enrollment to 8.7 per cent of the total Black students the following year, below the 11.2 per cent national figure.

SUPREME COURT CALLED FOR COMPLIANCE "WITH ALL DELICATE SPEED"

Statistical tables below show the pace of desegregation for the nation, the 11 southern states, the 6 border states and the District of Columbia, and the 32 Northern and Western states, in terms of Blacks in majority white schools, and Blacks in all-Black schools.

BLACKS IN MAJORITY WHITE SCHOOLS

	U.S.	South	Border & D.C.	North & West
1968-69	23.4%	18.4%	28.4%	27.6%
1970-71	33.1%	40.3%	28.7%	27.6%
1972-73	36.3%	46.3%	31.8%	28.3%

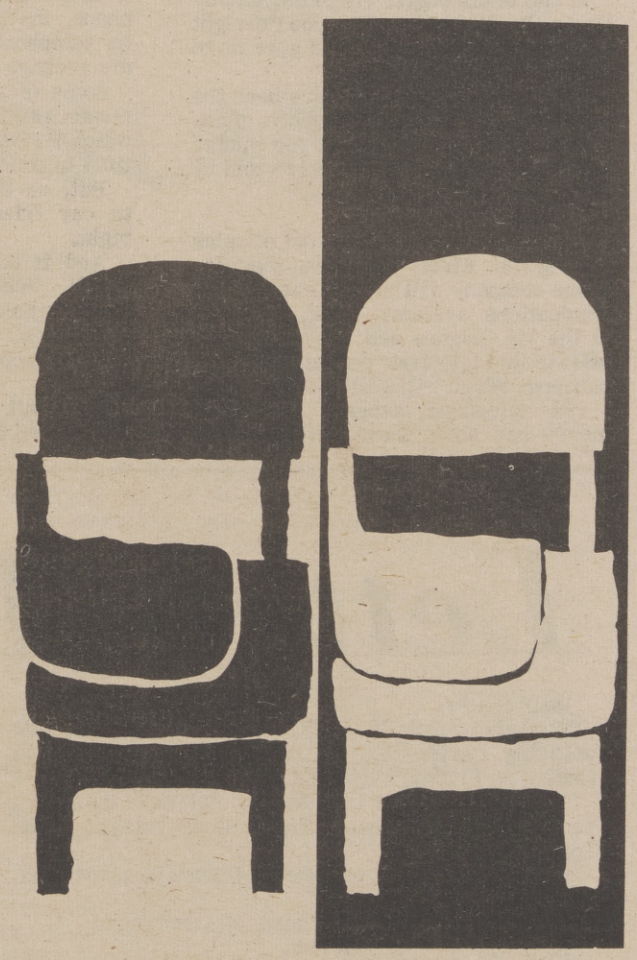
BLACKS IN ALL-BLACK SCHOOLS

1968-69	39.7%	68.0%	25.2%	12.3%
1970-71	14.0%	14.4%	24.1%	11.7%
1972-73	11.2%	8.7%	23.6%	10.9%

SCHOOL DESEGREGATION 1954-74

Blacks in Schools with Whites 11 Southern States

1954-55	.001%	1964-65	2.25%
1955-56	.115%	1965-66	6.1%
1956-57	.144%	1966-67	15.9%
1957-58	.151%	1967-68	NA
1958-59	.132%	1968-69	32.0%
1959-60	.160%	1969-70	NA
1960-61	.162%	1970-71	85.6%
1961-62	.241%	1971-72	90.8%
1962-63	.453%	1972-73	91.3%
1963-64	1.17%	1973-74	NA



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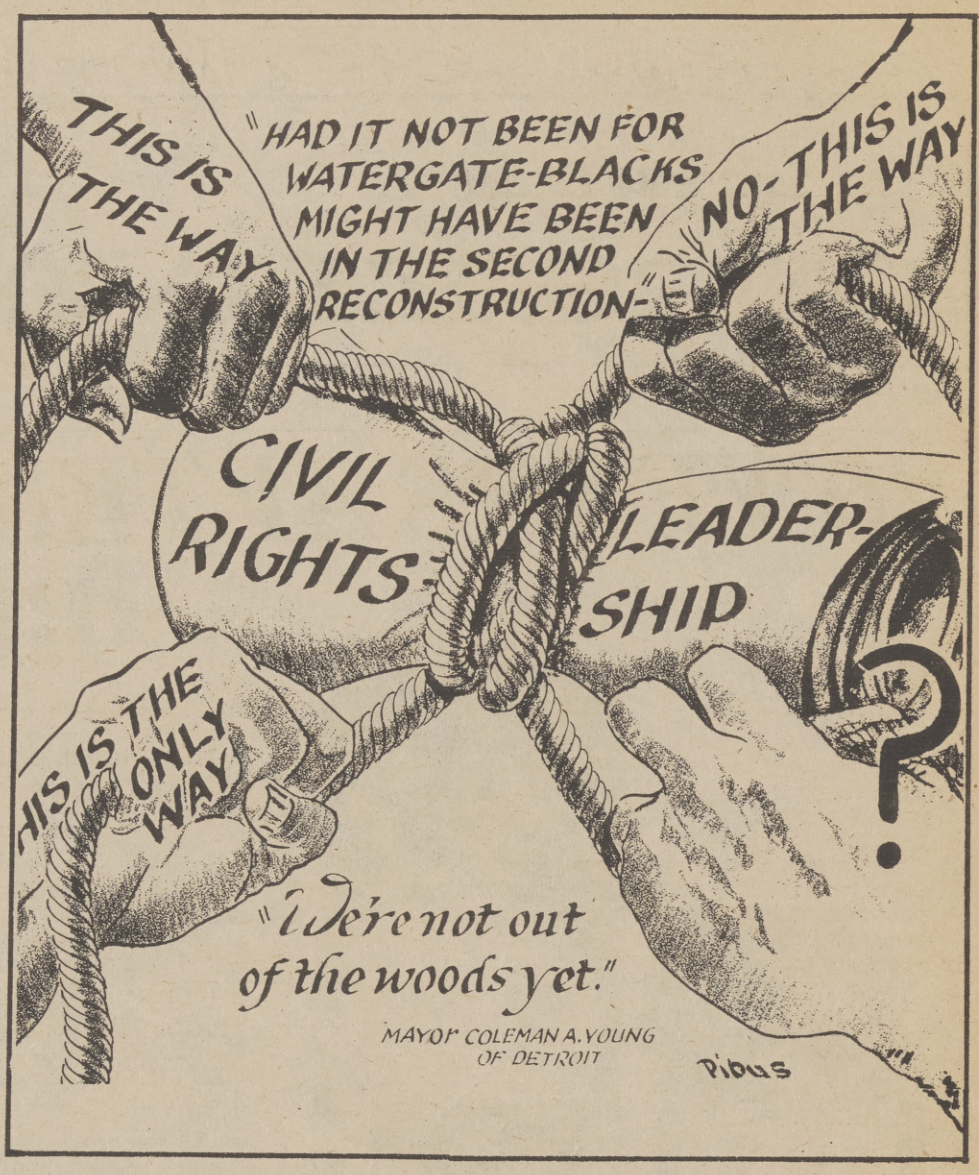
EDITORIALS



1954 School Decision In Jeopardy

It is ironic that as we mark the 20th anniversary of the 1954 Supreme Court school desegregation decision, there is a determined move in Congress to set the clock back to the segregated status of 1953.

On March 26 of this year, the House passed the Esch Amendment by a vote of 293 to 117. It proposes that Congress find as a fact that transportation of students creates serious risks to their health and safety.

2. It holds that assignment of children to public schools on a neighborhood basis is NOT a denial of equal educational opportunity.

3. It would forbid the implementation of any desegregation plans that would require the transportation of any student to a school other than the closest to his residence.

4. It proposes the modification of Title VI of the Civil Rights Act of 1964 which authorizes civil actions in Federal Courts for denial of equal educational opportunity.

Another amendment offered by Rep. John M. Ashbrook (R-Ohio), would forbid the expenditure of Federal funds for busing to achieve desegregation.

Comparable amendments are being offered in the Senate. One of them, submitted by Sen. Edward J. Gurney (R-Fla.), would prohibit busing, reopen all court-ordered desegergation plans submitted by the Department of Health, Education and Welfare, and forbid new desegregation orders. The Gurney provision would be substituted for Title VIII of S. 1539 -- the Education Amendment Act of 1974.

This being an election year, when the Watergate cloud hanging over the landscape sends politicans scurrying for issues to divert the voters' attention from their own credibility problems, busing and school desegregation are sure-fire issues to seize upon and delude the electorate.

It is demagoguery at its worst. Not only is it immoral, it is further damaging to Black and brown children already handicapped by years of being disadvantaged.

It is an intolerable situation that calls for collective action. The member papers of the National Newspaper Publishers Association hereby go on record to say to the Congress of the United States, "Stop playing politics with our children's lives and their welfare."

Those who support such reactionary legislation as the Esch Amendment must be regarded as the enemies of Black and brown children, and, indeed, of all children and America itself.

Their actions must be remembered at the polls in November, 1974. Respect for law is just as incumbent upon lawmakers as it is upon ordinary citizens.

WE'VE GOTTA HAVE BELL

In one of his bigger song hits, Sammy Davis, Jr. sings about "maybe I'm right and maybe I'm wrong" and goes on to contend "I've gotta be me."

For years, this could have been the theme song of Pacific Telephone. If you wanted phone service, or if you wanted telephone equipment, you were told by PT&T that it's "gotta be me."

No more.

You can buy telephones out of sales catalogues. Firms other than the telephone company will sell you entire communications systems. And, if you're in the big leagues and need your own private line telephone routes, there are concerns which will sell you those, too.

The telephone company is raising merry hell about these developments. If they continue, claims Pacific Telephone, the result is going to be inferior telephone service at higher costs to the average customer.

Some of the phone company's statements smack of self-service, a sin of which PT&T has not been innocent from time to time in the past.

But, on the other hand, to get back to our friend Sammy, maybe they're right.

And if they are, we hope the California Public Utilities Commission, which is holding hearings on this matter, will act to put a stop to the trend. We have enough things going wrong as it is.

We don't want to see telephone service added to the list.

OAK PARK RENAISSANCE

A major shopping district serving the neighborhood was formerly located on 35th Street of the Oak Park District. It was an aggregation of small stores offering a wide variety of merchandise and services which declined during the 1960's for the following closely-related reasons:

(1) the South Sacramento Freeway cut off the business district from the trade from the west;

(2) social problems in the district discouraged shoppers from patronizing local businesses;

and (3) reduced spending power within the neighborhood lessened the economic viability of existing establishments.

Today, 35th Street is dotted with boarded-up businesses. It is no longer a center of commercial activity.

The McGeorge School of Law, a branch of the University of the Pacific, is located on 5th Avenue on the western side of the area. The school has approximately 1,000 daytime and evening students.

Immediately outside the area, the Sacramento Medical Center on Stockton Boulevard, with an employment force of 1,800, is the major public institution in close proximity to Oak Park. Sacramento City College, with a student population of about 8,000, is located within one mile of the gate of Oak Park Within the next few weeks THE OBSERVER will do a special edition on Oak Park... Watch for it!

Letters To Editor

Dear Editor:

You are cordially invited to attend the Groundbreaking Ceremonies for the County Administration Center on Friday, May 17, 1974.

The event will be held at two o'clock in the afternoon in the parking lot on Eighth Street between H and I Streets.

Invitations may be extended to friends or associates.

Sincerely yours,

Board of Supervisors, County of Sacramento

E. Henry Kloss, Chairman

Ted Sheedy, Patrick E. Melarkey, DDS, Sandra R. Smoley, Eugene T. Gualco.

Dear Editor:

I strongly believe that it is in the best interest of the black community to support Proposition 5 on the June ballot.

We need a mass transit system to stop the freeway systems from destroying our homes and neighborhoods. A mass transit system would open up new employment and housing opportunities for black Californians.

I ask that you endorse Proposition 5.

Thank you for your consideration.

Sincerely yours,

John J. Miller, Assemblyman, Chairman of Black Caucus.

Dear Editor:

For the first time, the American Association of Suicidology (AAS) has proclaimed a National Suicide Prevention Week, May 19-25th. I am asking for your local support for the very serious problem of suicide. I have enclosed a short article which I hope will fit in with the format of your paper.

Also, I would like the name of our local center and its emergency number to appear with the article. Its official name is Suicide Prevention Service of Sacramento County, Inc., and the emergency number is 441-1135 which is answered 24-hours a day.

I apologize for this last minute notification, but the delay came from the public relations company which put this package together for AAS. Your immediate attention and cooperation on this matter is greatly appreciated. Thank you.

Sincerely,

Janice G. Lynd, Associate Director.

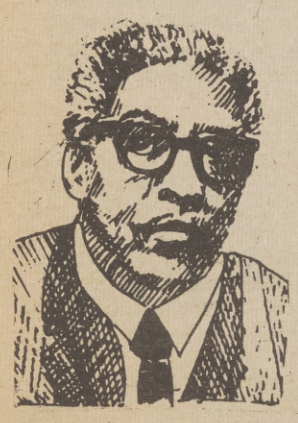
RUSTIN COLUMN

Social Change And The Schoolhouse

BAYARD RUSTIN
A. Philip Randolph Institute

It was twenty years ago this month -- May 17, 1954 -- that the Supreme Court declared racially-segregated schools to be unconstitutional and set in motion the most important movement for human dignity in our time. The social transformation which followed in the wake of the "Brown" decision -- a transformation perhaps unprecedented for oppressed minority groups -- has reached into and fundamentally changed every significant American institution.

For many, however, the hopes raised by the Supreme Court have yet to be fulfilled. And when the rising expectations of those recently liberated are only partially realized, the results can be as explosive as the response to acts of outright brutality.



Nowhere has this been more true than for the schools, the first, and still the most strife-ridden arena of racial conflict. Once perceived as the principal forum for interracial experience, and the most effective agent for social mobility, the schools are dismissed by some critics as failures. And many of those who were the most militant proponents of integration now define educational reform solely in terms of whether blacks control ghetto schools.

Why have we reached this state of affairs? Are the schools the abysmal failures the critics insist? And are the problems of teaching black children that much more formidable than teaching other poor children?

The last question is the most relevant, as Diane Ravitch demonstrates in a recent book, "The Great School Wars." Although Mrs. Ravitch deals only with the social upheavals of the New York City public schools, her conclusions reflect on the whole movement for quality, integrated schools. And the theme to which she returns, again and again, is that educational problems which arise from class differences are too often interpreted as racial phenomena.

She notes, for example, that: "Historically, schools in slum neighborhoods had always been inferior schools; the reason, having to do with slum conditions which spilled over from the neighborhood into the school, were remarkably similar no matter what the color or national origin of the children in the school."

She also reminds us that the argument of genetic racial inferiority, one of the least significant but most heatedly debated issues today, has been directed at other groups in the past. Early in the century, when immigrant ethnic groups predominated in the New York school system, "as much as 40 per cent of the schools' enrollment was educationally retarded."

She adds: "Some educational researchers in the 1920s and the 1930s wondered whether inferior genetic endowment kept Italian children from matching the academic levels of other groups."

Mrs. Ravitch finds little to be enthusiastic about in the movement for community control of ghetto schools. Although proposed in the name of reform, community control became synonymous with a struggle for power as an end in itself. More important, while community control was put forth as a means of enhancing integration and educational innovation, it soon became apparent that the concept was antagonistic to these two objectives.

It concedes as much to white neighborhoods as it gives to the ghetto, encourages the politicization of the schools, and insulates the schools against creativity and reform.

As the twentieth anniversary of the "Brown" decision draws near, there is certain to be many evaluations of just how far black people have come since 1954. Some will undoubtedly choose the gloomy analysis that the schools have failed to respond to the impulse for reform. Some will even conclude that we are no better off now than we were then.

The evidence, however, suggests blacks have gained a great deal from the educational system, given the inferior resources of the old dual school systems and the dislocation which has accompanied the spread of northern ghettoes. But to move ahead requires that we act on the lessons of the past twenty years. Diane Ravitch has reminded us of some of these lessons.

Her book is well recommended to anyone concerned about the future of black children and of the potential of the schoolhouse as a vehicle for social change.

HAWKINS REPORT

A New Look At Juvenile Justice

by AUGUSTUS HAWKINS
California's First Black Congressman

America's deep concern about juvenile neglect and juvenile delinquency led to the formation, in the late 19th century, of a series of juvenile courts, whose chief aim was to provide special protection to children needing society's care. Eventually, this movement spread throughout the country, and by 1925 all but two states had legislatively created a state juvenile court system.

Today, every state in the Union, has such a system; thus, there are 50 different governmental jurisdictions, not including the Federal system, legally empowered to handle juvenile problems.

Each juvenile court system hoped to go beyond detention and confinement of youthful offenders, and to broaden their system's responsibility to include treatment to offenders. Their intent was to totally reform and improve upon prior systems which were singularly punitive.

Proponents of this new way of providing a fair and just system of rehabilitation for youthful offenders (juvenile delinquents) met with great success; they also experienced dismal failures. Each state system was (and still remains) so different in its approach.

An inherent part of the system necessitated a clear definition of the term "delinquency." No reasonably accepted definition has been developed, which would thus form the basis of a mutual, nationwide guide. Confusion rather than coordination continues to exist.

In some jurisdictions, youngsters who become wards of the state due to parental neglect, end up in juvenile facilities which also house youngsters who have been involved in adult crime.

Some courts handle 16-21 year olds; others handle only youngsters below the age of 18. In some states, if a "delinquent" youngster commits an offense punishable by death or life imprisonment, his case must be remanded to an adult court. A number of states, provide no exclusive rights to the juvenile courts, except in cases of children below the age of criminal capacity.

The officers and specialists within this system also have immense difficulties.

Court dockets are overcrowded, professional staffing has been insufficient in number and quality, investigative and casework supports function poorly because of overloading, treatment services are not available to the court, public and private treatment facilities are often too few in number and restricted as to use.

With current nationwide increase in juvenile violence and crime, there needs to be a fresh approach to this whole sensitive area.

I believe H.R. 6265, a Bill co-sponsored by Congressman Carl Perkins and me, will assist in moving the nation in the direction of a more comprehensive approach to resolving juvenile delinquency.

Costing approximately $1 billion over a four year period, H.R. 6265 proposes to establish programs and services which will divert juveniles from entering the traditional juvenile justice system.

States will be encouraged, through realistic Federal support, to develop community-based programs designed to create non-institutionalized diagnostic, treatment or rehabilitative services; to work with families, so that a juvenile can remain at home; to provide counseling, work, and recreational services, using youth, volunteer and paraprofessional role-models; to develop foster-care and shelter-care homes, group homes, and halfway houses as alternative facilities to traditional, lockup facilities.

The Bill also establishes a new National Office of Juvenile Delinquency Prevention; this office will provide direction, coordination, and review of all federally assisted juvenile delinquency programs.

Setting national standards and providing resources for upgrading our juvenile justice system, should be a top priority on this country's agenda for its youth.

I believe that H.R. 6265 - Juvenile Justice and Delinquency Prevention Act - moves us in this direction.

The Sacramento Observer
FORUM
MAY 9 - 15, 1974

TO BE EQUAL

VIET VETS LAG

VERNON E. JORDAN
Urban League Executive Director

The Vietnam War is not over yet, not by a long shot. I'm not talking about the continuing destruction and warfare in that country. I'm talking about the treatment our nation is giving to the six million men who served in the armed forces during our participation in the war.

They are victims of a government who called them to the colors to risk their lives and a people whose revulsion at that needless and bloody war has spilled over to gross neglect of the men who fought in the swamps and the rice paddies.

Those soldiers didn't want to go -- but their country sent them and so they went. When their fathers came home from fighting in World War II, they were treated as returning heroes and granted GI benefits to help them make up their lost years in the front.

Vietnam era GIs, however, never got that red carpet treatment, with the exception of the fliers who came home from the prisoner of war camps. The average "grunt" got no parades, no community celebrations, and even worse, inadequate veterans benefits.

Young men who gave up the prime years of young manhood, and many who gave more than that -- an arm or a leg -- have gotten the short end of the stick. Their veterans benefits are far inferior to those granted veterans of previous wars, their unemployment rates are higher, their housing and training problems are left unsolved.

An ungrateful nation has refused to recognize their sacrifices and their needs, and that is a situation that should be corrected at once.

Educational beneifts are a prime example of this neglect. A returning veteran enrolled in a college can collect $220 a month -- and that's supposed to cover everything, from tuition to living expenses.

It can't possibly do so. Tuition alone at many private colleges runs well over $2,000 a year, eating up the full cost of the allowance. World War II veterans got a better deal -- the government paid the full cost of tuition and added a stipend for living expenses as well.

If that policy were adopted today, or if GI benefits were increased, many veterans would be able to go back to school, private colleges now in a financial bind could make a go of it, and the taxes on the higher earnings made by these college graduates would ultimately pay for the program, just as they did for World War II veterans.

The big losers are minorities, who served in great-

(Continued on Page B-4)

After Nixon, What? White Crisis, Black Dilemma

by WILLIAM STRICKLAND
INSTITUTE OF THE BLACK WORLD

EDITOR'S NOTE: The article below is presented as commentary by William Strickland of the Institute of the Black World. It is intended to shed some light on the intricacies of contemporary American society. In a sometimes amusing, sometimes stern analysis, Mr. Strickland contrasts the crises of white American heads of government, with the void in Black leadership. We feel that the article is an important, thought-provoking piece that you will enjoy.

It is a rather curious phenomenon to watch a government -- and a society -- collapsing before one's eyes, drifting from crisis to crisis to whatever unknown fate awaits it. One has an unmistakeable sense of an age and an era coming to an end. White leaders no longer speak of "new frontiers" or "great societies," and black people no longer march on Washington or dream non-violent dreams of social justice and racial equality.

Indeed, the ideas have disappeared from the national consciousness and the words from the national vocabulary.

Instead, we have an administration which expends most of its energy trying to cover up past crimes, and a president who tries to fend off impeachment with a defense of bluff and bluster. Of an administration once so triumphant, only Kissinger remains as a symbol of yesterday's glory, a kind of bespectacled Superbunny hippity-hopping from country to country bearing Nixon's foreign policy eggs in a Watergate befouled Easter basket.

SEARCH FOR ANSWERS

When a system, and the beliefs which uphold it (the inevitability of American progress, the basic goodness of the American character, the fairness of the American political system, etc.), begin to crumble, people tend to look around for new answers, new gods -- or old devils. It is therefore not surprising to note the tremendous popular response to "The Exorcist."

Such a reaction to the film is clear evidence of America's sense of helplessness, its sense of being in the grip of forces which steal one's soul and usurp one's being. Our real problem, however, is not possession by some fairytale evil spirit, but possession by a social system which has gone to the devil. Replacing *that system is the exorcism the times require.*

As might be expected, there has been little leadership coming from conventional quarters speaking to the true state of the nation. This dearth of leadership has forced people to act on their own, so a kind of people's opposition to the government and its policies has been erupting in the country: housewives protesting the price of food, truckers protesting the price of diesel fuel, Vietnam veterans protesting their callous treatment at the hands of the Veterans Administration, etc.

TOO MUCH POWER

In addition the Symbionese Liberation Army has emerged on the Left, and on the Right, individuals claiming to be part of an American Revolutionary Army kidnapped the editor of "The Atlanta Constitution" as part of their strategy to "return the American government to the people. . .(since) they felt that individuals have not been represented well enough in government and that a few people have gotten too much power."

The significant thing about these nearly universal protests coming from the left, the right, and the center is that they represent an amazingly similar reaction of disgust to the corruption and irrelevance of American politics. Only 26% of the American people still support the Nixon administration, and even fewer than that (21%) support the Congress of the United States.

Thus, more than 70% of the citizenry have no faith in two of the three branches of government. This alienation is like a ticking time bomb. Given the proper igniting agent, it can explode into an entirely new politics in America, one far different from any we have ever known.

Yet the future shape of American politics may not be so much new as a more successful variation of Nixonism. For, although the man himself may be discredited, the country has not repudiated his politics.

The national dilemma, therefore, is that no significant alternative to Nixon's vision of America exists, nor does any alternative program identifying and dealing with America's true problem. Consequently, the same racism, the same surrender to capitalist interests, and the same simple-minded jingoism can be resurrected by default, even if Nixon goes. Default, of course, is Nixon's assumed successor, Gerald Ford, of whom Lyndon Johnson once remarked, "He can't chew gum and walk at the same time."

DEMOCRATIC COMEBACK

Some have suggested a special election to circumvent Ford's unchallenged ascent to the presidency. But even if there were a special two-party election, what would stop it from being the usual tweedle-dee, tweedle-dum farce? In all probability, the Democrats, benefiting from the Nixon scandal, would make a comeback. But the Democrats have no answer either. Indeed, it was their fallen liberalism which made Nixon's original victory possible.

Both Republicans and Democrats stand bankrupt before America's contemporary crises, crises which (as the Preamble to the Gary version of the National Black Agenda noted two years ago) "Go deep, to the very bones and marrow, to the essential nature of America's economic, political and cultural systems."

BLACK DILEMMA

So, we come to the black dilemma. While whites struggle no matter how lamely, over the fate of the Republic, Blacks have been sitting it out as though we believed that what is happening in the larger society does not affect us. If that is our belief, it is a delusion. Now, more than ever, we should be struggling to create alternatives to Nixon's vision of America.

Blacks must now assume an independent role in American politics, because, as the Gary Preamble also says, it is still, "our people who are deeply hurt and ravaged by the present systems of society. . .The challenge is thrown to us. . .to consolidate and organize our own black role as the vanguard in the struggle for a new society. To accept that challenge is to move to independent black politics."

Our strongest hope for the development of an independent Black politics only lay with the National Black Assembly. Thus, it was with some pain that we watched the goings on at the recent Little Rock Convention.

Instead of moving to advance the principles laid out two years ago in its Agenda, the Assembly seemed to fall victim to the usual internal leadership struggles and failed to shape itself to reach out and organize the masses of black people into a new social and political movement.

That failure may one day come back to haunt us, for what the country needs is a genuine anticorruption party which pledges itself to basic reform; a new local/national party which the Assembly might have spawned.

Such a party standing for the roll-back of prices, the nationalization of the food and energy industries (oil, gas, electricity, coal, etc.), the repeal of the income tax, and the instant recall and prosecution of corrupt public officials, might conceivably develop constituencies in both black and white America. But the new party would have to be specifically faithful to black interests whether whites responded to its direction or not.

It would have to deal with crime, drugs, and the utilization and development of our great wasted national resource: unemployed black manpower, etc.

INDEPENDENT THIRD FORCE

Strategically, it would have to see its fundamental domestic political task as altering the two-party system in this country, not only because that system has clearly failed, but also to maximize black political influence as an independent third force.

Internationally, the party would have to represent black people in dealings with foreign countries to prevent us from being locked into solely domestic options.

This kind of party has not yet arisen from our midst, but only this kind of party can rescue blacks (and whites too if they can dig it) from the fate of a collapsing America.

Viet Nam Veterans Lag...

(Continued from Page B-3)

er numbers when their proportion of the population, and who suffered even higher casualty rates. Few people know that there were more American casualties in Vietnam than in all of World War II, and Blacks accounted for about 20 per cent of combat deaths, a rate almost double that of their proportion in the armed services.

The Veterans Administration, one of the largest of all federal agencies, has neglected to mount to the kind of affirmative action and outreach programs to assist minority veterans take full advantage of the admittedly meager benefits they are entitled to.

The private sector too, has been deficient in providing jobs for veterans. The lay-offs caused by the energy crisis meant that many veterans, as the most recently hired, were the first to lose their jobs. And sensationalistic stories of drug abuse and discipline problems at the front have made some employers wary of hiring veterans.

Despite the overwhelming evidence that Vietnam-era veterans are not getting a fair shake, the Administration has resisted making major changes in benefits because these might be "inflationary." That's a cruel joke on those veterans whose living costs have gone up because of federal measures that have sparked inflation, and whose very plight was caused by serving in a war that helped ruin the economy. It's time we lived up to our obligations to these men and gave them parity with veterans who served in other wars.

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THE CHURCH

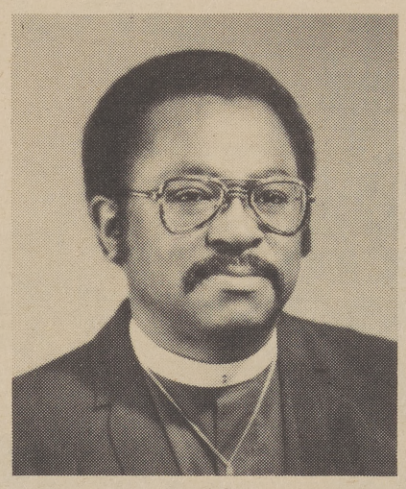
'Some Necessary Questions'

by REV. B. LELAND NASH
Observer Religious Editor

Wednesday, April 24, 1974 calls to remembrance for many Sacramentans, and especially those in the community of Oak Park, an incident which involved the city police and the Black Muslims.

The immediate reactions of some Black citizens (those aware at the time) was one of outrage and dismay. Many were truly concerned with what had happened; others were the usual wagon - riders seeking publicity and/or self-vested interest for the moment.

There were those who stated that the police had "invaded" the black community in an unwarranted show of force, and displayed a complete lack of respect for the black citizenry of Oak Park. There were those who came from every corner of the city advocating concern for the oppressed and mistreated.



NASH

Some of these persons were carrying out their own agendas of self-interest and politic. I propose some questions that seem pertinent to the situation:

1. Indeed did the police act in good faith?

2. Did the past experience with the group warrant such methods and/or procedures by the police?

3. Were and are those crying the loudest. . .concerned the most for the folk?

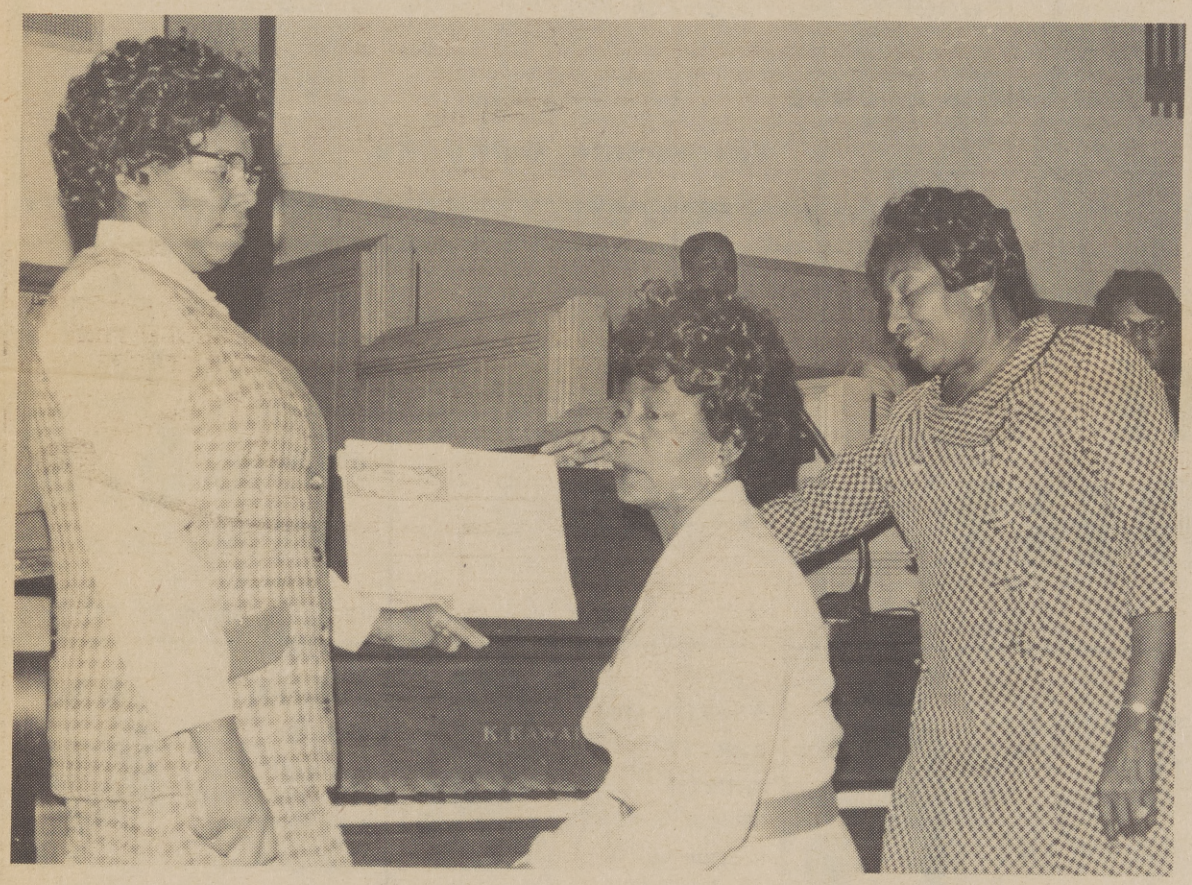
4. How many of those individuals and/or groups representative of the Black community... are in fact speaking for the common community?

5. How many Johnny-come-latelys really know the problems, the history, from whence the community have come, and really give a damn where it is going?

6. If one is outside of the Black Witnessing Community (church) and believe it to be irrelevant, can they, and do they speak for the majority of the black folk?

Possibly, there is a need for a closer look at those who say they are speaking for the BLACK COMMUNITY.

'TAKING A BACKWARDS LOOK'



Shiloh Baptist Church will take a long look at the past in an upcoming program entitled "Taking a Backwards Look." Mrs. Johnnie Wood, right, is coordinating the special event which will feature narration of anthems and spirituals, gospel songs and hymns of yesteryear. The program is scheduled for May 26 at Shiloh Baptist Church, 3565 Ninth Avenue. The public is invited. Also shown with Mrs. Hood is Mrs. Dorothy Covington, center, and Mrs. Annie Machen.

IDA JACKSON

EDUCATOR IS GUEST AT ST. ANDREWS

Miss Ida L. Jackson, Pioneer California Educator and Lecturer will speak Sunday, May 12th at the 11:00 a.m. Annual Women's Day Service at St. Andrew's African Methodist Episcopal Church, 8th and V Streets.

Miss Jackson received her A.B. and M.A. Degree from the University of California in Berkeley and studied toward her Doctoral Degree at Columbia University in New York City. She became the first black woman to teach in a public high school in California.

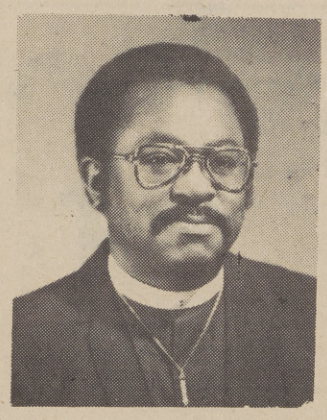
She organized the first black sorority on the Pacific Coast, Rho Chapter of Alpha Kappa Alpha Sorority.

While she was Supreme Basileus of Alpha Kappa Alpha Sorority she organized the first Mobile Health Clinics for Blacks in Mississippi in 1935.

Miss Jackson was selected as one of the thirty-nine outstanding alumni of U.C. in 1970 and in that capacity contributed articles to the book "There Was Light" edited by Irving Stone.

The Reverend George W. Baber is pastor of St. Andrew's A.M.E. Church. Mrs. Dolores White is general Women's Day chairman.

The public is invited to worship with the church.



REV. NASH

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YOUTH FELLOWSHIP: 6:00 P.M.

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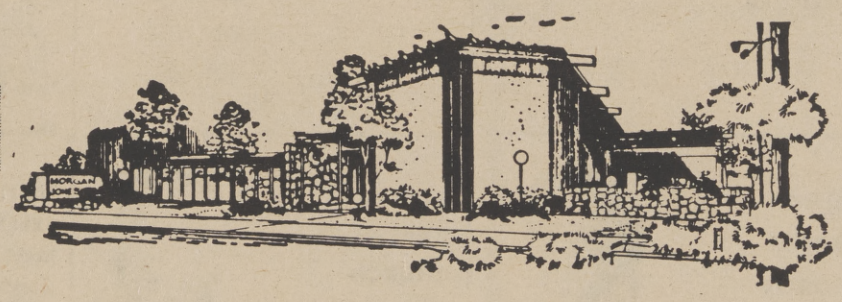

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NATIONAL BLACK CATHOLICS CAUCUS SCHEDULED

The National Black Lay Catholic Caucus of Region I, which includes Sacramento, will meet in conference in San Diego, California on May 18 and 19 to address itself to the question of making the Catholic Church more meaningful to its Black members.

The Conference, which will have several workshops is designed to deal with the "how-to" and to impart basic skills which participants can use in their losponsibility that is our and ours alone," states Mr. James E. McNeil, Executive Director of the NBLCC.

The theme of the Conference is "with our spirits made free, may we find a new unity with our brothers and sisters."

The National Black Lay Catholic Caucus, an affiliate of the National Office for Black Catholics -- Washington, D.C., was organized in the summer of 1970, when a National Conference of Black Lay Catholics was held in Washington, D.C.

Special liturgies reflecting the rich cultural heritage of AFRO-Americans will be a central focal point of the two-day Conference. All Black Catholics and particularly those brothers and sisters in the state of California, are encouraged to attend this unique Conference of Black Lay Catholics.

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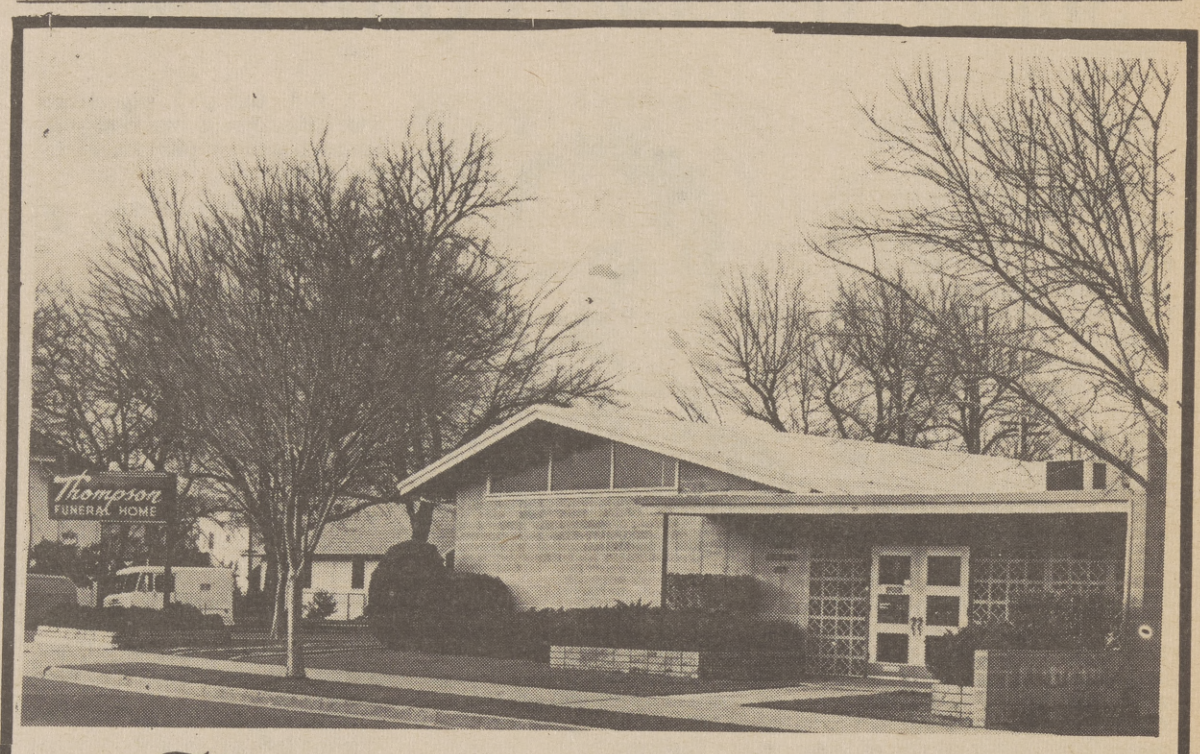
SERVICES

GREATER LIGHT BAPTIST CHURCH, Rev. James White, pastor. 3309 36th Avenue. Sunday 9:30 a.m., Morning Service 11:00 a.m., Guest speaker Elder Sims. A Mother's Day Program will be held Sunday, May 12th, 3:00 p.m.

MOMENTS OF BLESSING CHURCH, Rev. George R. Archie, pastor. 7430 24th Street. Beginning May 12th through the 17th, Tent Revival will begin. Guest speaker Brother Overland from Oregon, 7:00 p.m. to 10:00 p.m. nightly.

UNITY FELLOWSHIP MISSIONARY BAPTIST CHURCH, Rev. C.R. Lee, pastor. 2741 34th Street, Odd Fellows Hall. The church cordially invites you to worship with them in their Mother's Day Services at 11:00 a.m., Sunday, May 12, 1974.



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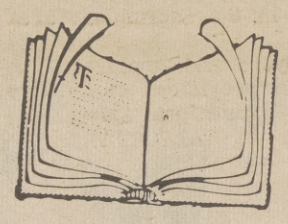

GREATER LIGHT BAPTIST CHURCH
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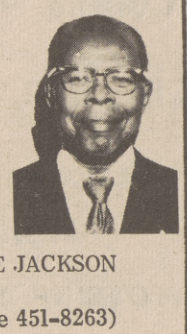


REV. EUGENE JACKSON
(Church Phone 451-8263)

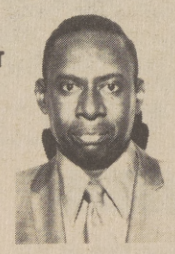
MT. CALVARY BAPTIST CHURCH
3407 Alton Ave.
Sacto.

REV. SIM WALTON
(Pastor)

MORNING STAR BAPTIST CHURCH
7915 39th Ave

REV. C. B. HOLMES, D. D.

GREATER LIGHT BAPTIST CHURCH
3909 36th Street
Sacramento



REV. ANDREW L. JONES
(Associate Minister) 422-0105
Residence: 2151 Ferran Avenue
Church Phone 451-8263

FIRST BAPTIST TABERNAGLE CHURCH
1800 Burnett Way

REV. TILLMAN WADE
PASTOR
Church Telephone No. 447-0802

ST. JOHN BAPTIST CHURCH
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Sacto, Ca. 95818

REV. WILLIAM E. HIGHTS
Pastor's Study 446-3583
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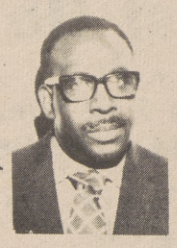

REV. HERMAN WILSON
(Pastor)

NEW HOME BAPTIST CHURCH
6612 Woodbine Ave.

REV. MOSES GIPSON
Church Phone 422-2138

TRINITY BAPTIST CHURCH
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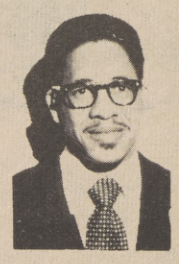

REV. SYLVESTER HOWARD
Church 457-6625
Residence 362-2645

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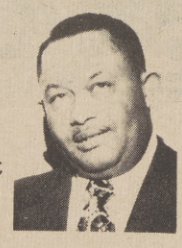

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REV. C. R. LEE,

OPTIMISM ON OIL

NEW YORK - Higher crude oil prices, better profit margins overseas and accounting procedures figure highly in the record profits being posted by the oil companies.

Most of the major petroleum companies have recently reported big profit levels for the first three months of 1974 to the disapproval of many Americans who felt the oil giants were "getting fat off the enerby crisis."

In some ways, what's happened parallels what happens to a homeowner with food stored in a freezer, in a time of rising prices.

The homeowner is saving money; the oil companies are making money.

Here are first quarter profits reported by oil companies with the percentages of increase over the same period in 1973:

Exxon Corp., January - March profits were $705 million, up 39 per cent from $508 million in the same period in 1973.

Texaco, Inc., $589.4 million, up 123 per cent from $264 million in '73.

Gulf Oil Corp., $290 million, up 76 per cent.

Standard Oil of Indiana (Amoco), $219 million, up 81 per cent from $121.1 million in '73.

Getty Oil Co., $73.6 million, up 122 per cent from $33.1 million in '73.

Continental Oil Co., $109.2 million, up 130 per cent from $47.5 million in '73.

Standard Oil of California, $293 million, up 90 per cent from $153 million in '73.

Shell Oil Co., $121.8 million, up 52 per cent from $80.2 million in '73.

Mobil Oil Co., $259 million, up 66 per cent from $159 million in '73.

Texaco Inc., the nation's number two oil company in terms of 1973 sales, attributed nearly half of its first-quarter profits to "the freezer effect," known as inventory profits.

They develop this way:

Most oil companies overseas use an accounting system known as FIFO - "first in, first out." Under this system, the profit margin is determined by comparing an item's original cost with the cost of replacing it after it is sold. The difference is the profit.

During the first three months of 1974, the oil companies were selling a lot of oil which had its acquisition at cheaper, pre-crisis levels. But since the cost to replace it is much higher now, the companies call that profit.

"Inventory profits almost tell you the whole story," says oil expert and economist Prof. Maurice Adelman of Massachusetts Institute of Technology in explaining why oil profits had skyrocketed. "These windfall profits happen without being arranged or contrived."

When the oil producing nations quadrupled the price of crude oil last year, the value of the petroleum held by the companies greatly increased, Adelman said. This petroleum, he said, was located in tankers, pipelines, storage tanks and refineries.

SAFETY & HEALTH SEMINAR

A free seminar on occupational safety and health will be given in the Sacramento area May 15. It is designed for both employers and employees, to explain provisions of California's Occupational Safety and Health Act (CAL-OSHA).

The course will be conducted at the Tenco Tractor Co., Highway 70-99 and Riego Road in Pleasant Grove.

Instructors will explain how employers can identify standards for compliance, as well as schedule and conduct inspections. Other subjects will be establishing accident record-keeping, assigning personnel to become familiar with procedures, plus evaluating the completeness of a safety program.

For further information and/or registration, contact the Sacramento Safety Council, 1730 24th Street, or telephone 443-6695.

Ronald Robinson Joins Proctor & Gamble

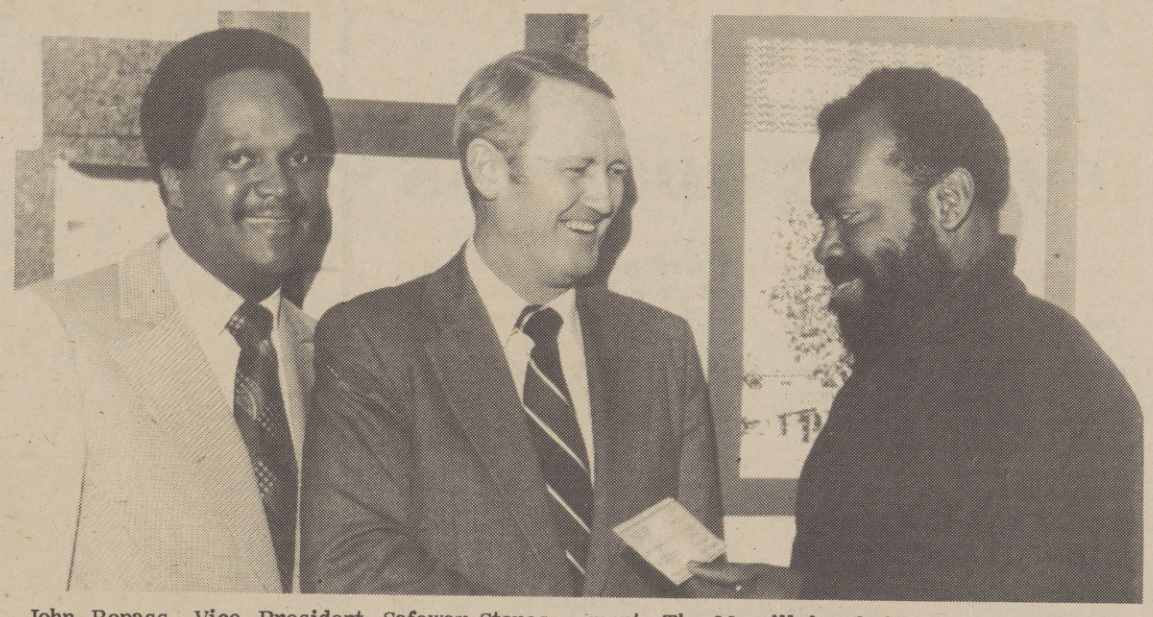
CINCINNATI - Ronald B. Robinson has joined Procter & Gamble as a sales representative in Los Angeles.

In this position, Mr. Robinson has responsibility for developing business and managing accounts in the Los Angeles area by selling and providing merchandising support for Procter & Gamble's health and beauty aids. This includes advising and assisting store managers in arranging product displays and in planning their overall marketing strategy for such brands as Crest, Scope and Head & Shoulders.

Robinson graduated from Dorsey High School in his native Memphis, Tenn., and attended Los Angeles Valley College.

He and his wife, the former Sharron Armstrong of Los Angeles, have a one-year-old daughter, Kelly.

$25,000 GRANT



John Repass, Vice President, Safeway Stores, Center, presents a grant of $25,000 from The Charles E. Merrill Trust to the Studio Watts Workshop in Los Angeles. Charles E. Merrill is founder of Safeway Stores, Inc. The Studio Watts Workshop, a non-profit organization, is a community arts institute, keyed primarily to the Black community. Its chief aim is to help the inner city dweller gain skills, self-belief and enjoyment of his environment. The Merrill foundation first recognized the deep relevance of the Studio Watts Workshop to the community in 1968, and since that time, has given generous financial support. Joining in the presentation, are, left to right, Elton Hill, Employment Representative, Safeway Stores, Inc.; Repass; and James Woods, Founder-Chairman, Studio Watts Workshop.

CALIFORNIA BLACK LEADERSHIP CONFERENCE

Sunday, May 19, 1974 - 8:30 a.m.

POLITICS '74 - For Whom Shall California's Black Electorate Vote?

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AFFILIATION----------TITLE----------

PHONE (home)----------(business)----------

Enclosed is my $10.00 Registration (which includes lunch)----------

I am unable to attend the conference, but enclosed is a $----------contribution for a student scholarship

Registration deadline is May 13, 1974

BILL TO AID SLUMPING BUSINESS

Two major bills designed to aid small and disadvantaged businesses in their dealings with state government were introduced this week by Senator Ralph C. Dills (D-Gardena).

One measure, Senate Bill 2321, establishes the California Small or Disadvantaged Business Purchasing Act and creates the Office of Small Business Procurements and Contracts.

According to Dills, this bill establishes the concept of set-asides for small or disadvantaged businesses or areas of surplus labor or high unemployment. In this manner the small or disadvantaged business or areas of surplus labor or high unemployment will have a special opportunity for bidding on sale or manufacture of goods for the state.

"This measure," Dills said, "declares it to be the policy of the legislature that the existence of a strong and healthy free enterprise system is directly related to the well-being and competitive strength of small or disadvantaged businesses and to the opportunity for small businesses to have free entry into business, to grow and to expand.

"This bill also declares it to be the policy of the legislature that the state shall insure a fair proportion of its total purchases and contracts for supplies and services to be placed with small or disadvantaged business concerns."

The second Dills bill, Senate Bill 2322, provides that the Department of General Services publish a bulletin containing information regarding procurement and contracting activities and requires state procurement agencies and contracting officers adopt uniform procedures to insure availability of information for publication in the General Service Bulletin.

"We have found," Dills said, "that due to limited capital, many of the state's small or disadvantaged business firms are unable to maintain contact with state agencies to acquire information on proposed state contracting and procurement activities. These firms are therefore placed at a disadvantage in obtaining a proportionate share of the state's business.

"Hopefully, these measures will correct the current disadvantages faced by small businesses trying to do business with the state. Promoting a healthy small business community will benefit all of the people of the state," Dills concluded.

Coca-Cola Names Group Manager

ATLANTA - Herman Cain has joined The Cocoa-Cola Company's Corporate Management Sciences Department as a Management Science Group manager, according to an announcement by E. L. Dreeman, director of Corporate Information Services for The Cocoa-Cola Company.

In his new position, Cain will be responsible for building and evaluating mathematical models of the Company's operation and providing mathematical and statistical assistance throughout the organization.

Prior to joining the Company, Cain worked as a mathematician with the Naval Weapons Laboratory in the Washington, D. C. area.

Cain, a native of Atlanta, received his B.S. degree in mathematics from Morehouse College in Atlanta and his M.S. in computer science from Purdue University.

Cain and his wife, Gloria, have one daughter and will reside in Atlanta, where his office is located.

BLACK BANKS TRIPLED

NEW YORK - The number of minority - owned banks in the United States has more than tripled in the last decade, rising from 15 in 1963 to more than 50 now.

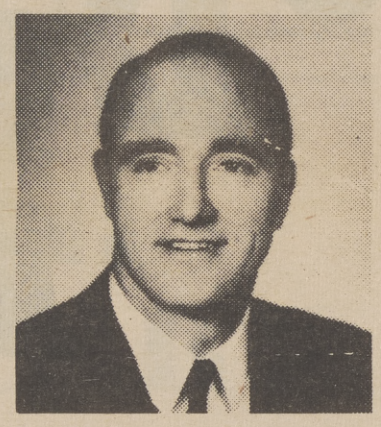
Minority - owned banks are those in which 50 per cent or more of the bank is owned by Blacks, Spanish-Americans or Indians.

A Journalist's By-line

J. Shawn Ortiz's bylines are more than just facts, figures and quotations relating the week's news. They are thoughtful, provocative and sensitive insights into the people, places and events which shape the destiny of Black Sacramentans. Ortiz does more than report the news, he lives with it 24 hours a day, seven days a week. Academically, he is prepared, having graduated from the University of California at Davis with a B.A. in Sociology and Political Science. At 23-years-old, Ortiz has experienced and lived history as it happened. His eyes have witnessed the joy of Vietnam POW's returning home to unite with their families, and have seen the anger of a community following the shooting death of one of its young. Ortiz believes it takes more than a B.A. degree to report the news. "A journalist has to live what he writes. He has to feel and be open to continual education. He or she has to fight disconcern and remain sensitive, but above all a journalist must be responsible to the people's interest."

The Sacramento Observer

Dental Plates



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WORKSHOP

The Black Women's Symposium, sponsored by the "Sisters Getting Ourselves Together," (GOT) and presented as part of the U.C. Davis "Black Family Day," explored different aspects of the Black woman through a series of workshops. The workshops focused on the Black woman's physical and mental health, laws relating to her, employment and career opportunities, the arts, the media, community action, the Black family, women's rights and education. Shown are workshop leaders as they presented summations of their workshop discussion to the general assembly. The leaders are, left to right, Jackie Loville, U.C. Davis graduate student and an intern in career planning and placement; Tansey Thomas, symposium coordinator; Debra Williams, U.C. Davis student; Gwendolyn Wade, instructor in clinical and social psychology at San Francisco State College; Rosemary Braxton Educational Opportunity Program coordinator, U.C. Davis; and Carolyn Jetter Green, author of "70 Soul Secrets of Sapphire" and instructor at Chabot College.

TONI BAMBARA SPEAKS ON EDUCATION

Toni Cade Bambara, author, dancer, lecturer and world traveler attacked many of the myths held by Blacks and whites when she spoke at the Black Women's Symposium in Davis last Sunday.

"It is fiction," said Ms. Bambara, "that our educational system wouldn't be so bad once we get a few more Black teachers and principals and a few Black text books."

Blacks face the crucial task of taking over the responsibility of educating their own children," said Ms. Bambara.

"The oppressor cannot educate the oppressed in the oppressed's interest," she maintained. If we were educated in our own interest we would understand how to free ourselves."

Ms. Bambara also assailed the theory which holds that Blacks in general have tremendous skills and talents, and can solve the problem of jobs within the system "once the recession eases up and a few kinks are ironed out."

"Blacks in the 1980's face non-employment," she said.

"There will be no honorable jobs in the 1980's," cautioned Ms. Bambara. "Third World revolutions are rapidly dismantling U. S. overseas networks that many jobs in this country are based upon. The jobs that remain for Black people will not be honorable ones in the interest of progressive people," warned Ms. Bambara.

"Of course," she promised, "there will always be jobs for caretakers."

Caretakers, according to Ms. Bambara, are those social workers, counselors, psychologists and other "helping" pro-

(Continued on Page C-2)

The Sacramento Observer

SECTION C

SOCIAL WHIRL

MAY 9 - 15, 1974 THE OBSERVER PAGE C-1

Health Is The Key To Fulfilled Potential

If a child is born without total mental capacity because his or her mother could not get an adequate diet, then that ought to be an indictment against this whole society. At least this is the feeling of Elizabeth Koontz, Assistant Secretary for Coordination of Nutrition Programs, Department of Human Resources, North Carolina.

Ms. Koontz made that statement at the recent Black Women's Symposium during Black Family Day at the University of California at Davis. She was one of the event's keynote speakers.

Good nutrition, particularly for expectant mothers, should rank high on Black women's lists of priorities said Ms. Koontz.

The well-known speaker said many of us are destroying ourselves with our eating habits.

"Everyone sees the fat baby and thinks he is a healthy baby. The mother is cramming the baby with calories that grow into hard fat cells that will be with him for the rest of his life, said Ms. Koontz.

We are buying the quality of life that is being sold to us in advertisement and commercials, she said.

"Only two-thirds of our potential is being developed because of the killer, high blood pressure. We should learn that pork also is a killer and modify our soul-cooking to save our children," said Ms. Koontz.

She admonished today's young

(Continued on Page C-2)

SYMPOSIUM

Elizabeth Koontz, Assistant Secretary for Coordination of Nutrition Programs, Department of Human Resources, North Carolina, left, and Toni Cade Bambara, author of the book "Black Woman" and several other works were principal speakers at the Black Women's symposium held last weekend in Davis.

Breakfast Fund For Handicapped

The annual pancake breakfast sponsored by Opportunities for Handicapped, Inc. will be held Sunday, May 19, 1974. The breakfast will run from 7:30 a.m. to 1:30 p.m. It will be held at the OFHI Workshop, 3340 Marysville Blvd. (opposite Hagginwood Park).

The menu for the annual event will be pancakes, sausage, orange juice, tomato juice, coffee or tea. Donation is Adults $1.25; and Children $.75.

All proceeds will go for opportunities for the Handicapped program development.

Tickets for the breakfast are available at the door or phone by calling 925-3522; 967-5872; or 489-8280.

Inside The Whirl

PAGEANT

Miss Patricia Johnson graciously accepted first place in the Miss Sacramento Contest...C-3

YOUTH

Members of Youth Unlimited gathered to hold their first annual elections of officers...C-5

MOTHERS

A pictorial page devoted to the wonders of motherhood...C-7

Citizens For Cranston Plan Benefit

Sacramento Citizens for U. S. Senator Alan Cranston is having a fund-raising reception Friday, May 10, 5 until 7:30 p.m. at 555 Capitol Mall, Suite 1200.

Earlier during the day on Friday, the Senator will also visit the office of THE OBSERVER where he will meet with Publisher William Lee and his editorial staff.

Senator Cranston, who is seeking re-election for a second Senate term, will be present at the fund raising affair.

Co-chairpersons State Senator Albert S. Rodda, Lettie Reinertson, and Finance Co-chairperson Gordon Schaber also announced that the music will be provided by "mystery Capitol celebrities."

Donation is $15 per person. For reservations, contact Lettie Reinertson at 451-8173.

HEALTH SYMPOSIUM

"New Horizons in Health Care Services" will be the topic of a symposium on new solutions to the problems of quality health care to be held May 14 and 15.

The two-day symposium is sponsored by the division of nursing and school of Social work at California State University, Sacramento, the Sacramento Chapter of the National Association of Social Workers and the Social Service Department of the University of California at Davis, Sacramento Medical Center.

Those topics to be discussed will include the services offered by Health Care Providers, the health needs of the individual, the role of the health care worker and the ability of health care packages to meet individual needs.

The program will be held at the Fremont Presbyterian Church, 5770 Carlson Drive, Sacramento from 9:00 a.m. to 5:00 p.m.

The symposium is open to both health care workers and the public and is free of charge except for those attending for academic credit.

For more information call Gaylon Palmer or Hallie Douglas at 454-6124.

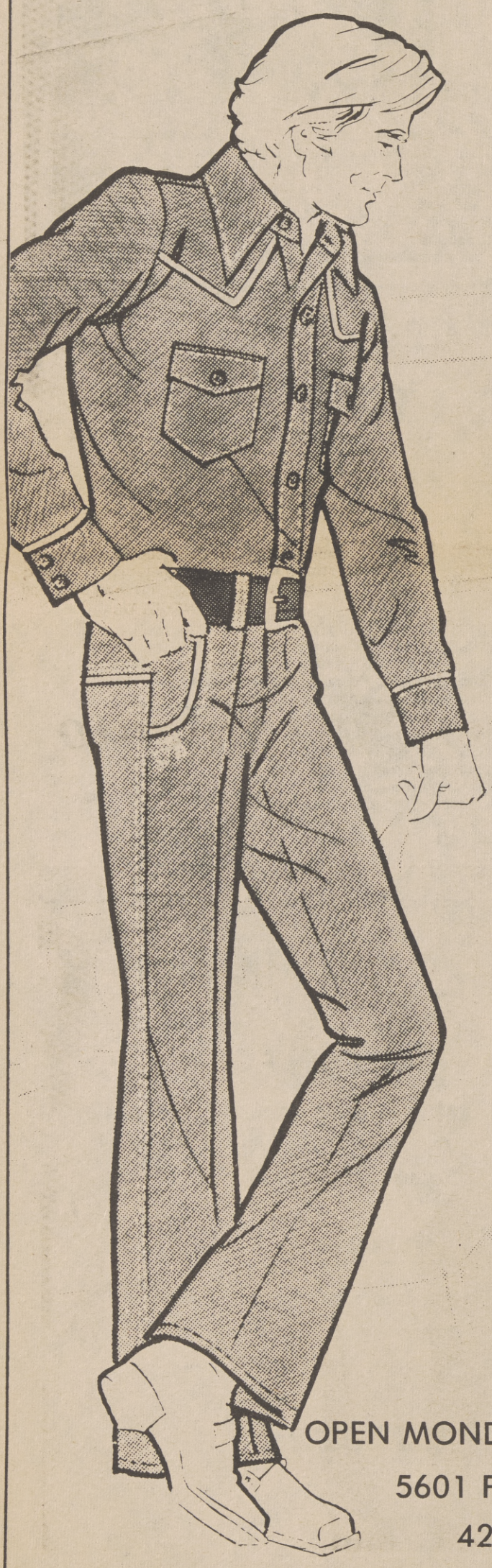
Health Is The Key...

(Continued from Page C-1)

Black women for giving up sports and physical fitness.

"We all suffer from obesity," said Ms. Koontz. "We say we are Black and proud. Let's make those words really true."

Ms. Koontz pointed out that "half the nation's Blacks are toothless by the time they reach the age of 30."



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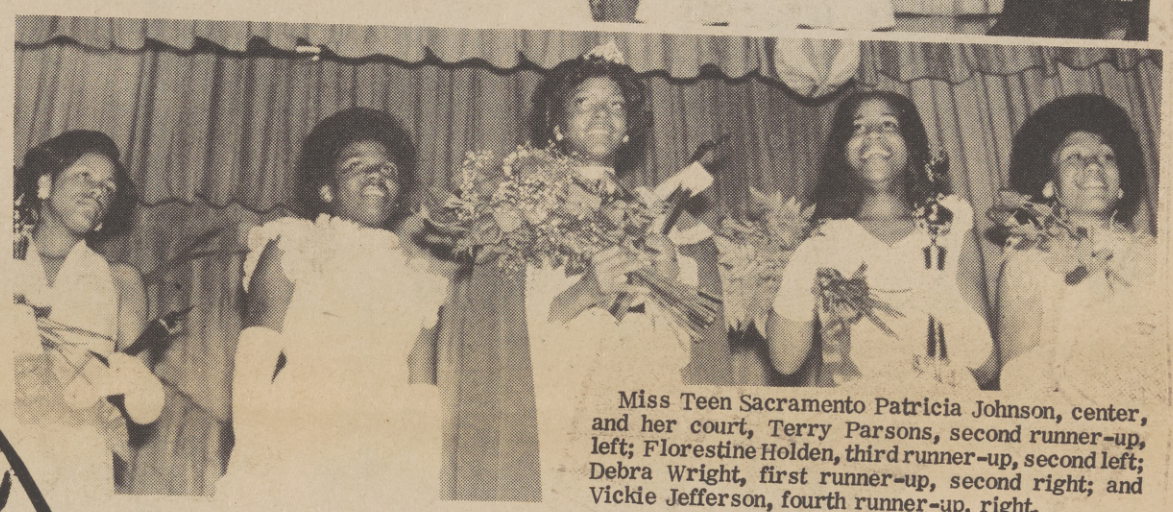
The five finalists are shown standing poised, ready to hear who would be chosen to reign as Miss Teen Sacramento. Raymond Royster, right, holds the envelope with the winner's name. Shown are, left to right, Terry Parsons, Patricia Johnson, Vickie Jefferson, Florestine Holden, and Debra Wright. The pageant took place at the Tuesday Club House to a capacity crowd.



Miss Teen Sacramento Patricia Johnson, center, and her court, Terry Parsons, second runner-up, left; Florestine Holden, third runner-up, second left; Debra Wright, first runner-up, second right; and Vickie Jefferson, fourth runner-up, right.

Fighting back tears, Patricia Johnson clutches the trophy and bouquet awarded her along with the title of Miss Teen Sacramento.

Miss Teen Sacramento

Miss Teen Sacramento Patricia Johnson, is embraced by Debra Wright.

Patricia Johnson was crowned Miss Teen Sacramento last week, in the Third Annual Hal Jackson's Miss U.S. Teen - Sacramento Pageant and Revue sponsored by Classy Lads 'n Lassies. The lovely miss also won a trip to Los Angeles, a cash scholarship and jewelry.

Deaf Players Present Sign Language Performance

The Riverside Community Deaf Players will present a silent play, "Seven Keys to Baldpate," at 8 p.m., May 18, in the American River College Little Theatre.

The 13-member cast - all deaf- will render their performance in sign language and mime. There will be readers seated in the front of the audience to interpret every line.

The Riverside Players are sponsored by ARC sign language students and the college's Community Services office.

Donation is $1, with proceeds going toward the purchase of additional video tape equipment for sign language and interpreter training programs at ARC.

MISS BLACK AMERICA PAGEANT ANNOUNCED

Young ladies between the ages of 18 - 25, who are interested in representing California Black Womanhood in the National Miss Black America Beauty Pageant, should apply at Maverick International, 4225 Crenshaw Blvd., in Los Angeles.

The pageant will be held on Monday evening, July 15th, at the Beverly Hilton Hotel. Deadline for applicants is May 31st.

Prizes include an all expense-paid trip to Jamaica or Mexico City and a college scholarship in addition to a big chance at show business and six exciting fun-filled weeks of activities.

GOD MOTHER

Ms. Terry Fisher became the proud Godmother to two-week-old La Keisha Nicole Major, daughter of Mr. and Mrs. Cornelious Major, last week during a brief ceremony at St. Rude Spiritual Church in Glen Elder. Ms. Fisher is a well-known mixologist around Sacramento and is currently employed by Mr. "D's" Night Club.

Toni Bambara On Education...

(Continued from Page C-1)

fessionals, who approach Blacks as "basket cases" needing therapy.

"There will always be jobs for agents also," related Ms. Bambara.

Blacks of the 80's should also find ample employment as "object lessons," she pointed out.

Blacks can be "moved upon" by the establishment quite easily to make it clear to the working class people what the price is for "dangerous behavior" she said.

Lastly, Bambara said that Blacks could find jobs as "slaves" and "guinea pigs."

"Nixon's HR1 public welfare work program says that if you are on public assistance you are expected to work for three-fourths of the minimum wages, you get no overtime, no sick leave, no pension and if you don't do it your family will be cut off of assistance," pointed out Ms. Bambara. She said the 13th amendment abolished those types of working relationships.

"The Tuskegee Study in which Black men were paid $100 burial fee for the privilege of dying so that experts could record the various systems in the body deteriorating," said Ms. Bambara, "points to the fact that Black people can always find jobs as guinea pigs."

Ms. Bambara, who recently returned from a tour of several third world countries, including China and Cuba, was one of the keynote speakers in the 2-day Sisters Got-sponsored Black Women Symposium which took place as part of the U.C. Davis Black Family Day activities. She also assailed what she called Black people's "North American arrogance," and examined how other nations have solved problems similar to the ones that plague us.

SPRING CARNIVAL AT BIDWELL

The John Bidwell P.T.A. will sponsor it's Spring carnival, Spring Fun Fest, on Saturday, May 18 from 2:00 p.m. to 7:00 p.m. The carnival will be held at the school located at 1730 - 65th Ave.

Spring Fun Fest will be highlighted this year with a Spaghetti Dinner being served from 4:00 p.m. to 6:00 p.m. in the Multi-Purpose Room at the school.

Also at the carnival will be an Arts and Crafts Boutique, Flower Boutique, Baked Goods Sale, a Dunking Tank for those people with a good throwing arm, and many fun booths and prizes. There is something for the whole family.

The public is invited to attend.

GRODINS ANNUAL SLACK SALE

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We've done it again! This year's dress slacks at last year's super low sale price! Gigantic selection from the most famous maker of better quality slacks. (We can't tell you the brand, but every pair carries the famous label!) Hopsacks, seersucker stripes, checks and twills, plaids and crepeweaves — straight leg or flare, belt loop or continental top.

Cuffs free. Slight charge for alterations.

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YOUTH UNLIMITED HOLDS OFFICER ELECTIONS

The Youth Unlimited, a newly organized youth service club sponsored by the Gaderians, Inc., a local parents group, held their first election of officers this week. Sharon Grayson was elected president; Phillip Dubose, vice president; and Brenda Rutherford, recording secretary.

The two-month-old club has plans for a picnic on Saturday, May 25 at Elk Grove Park.

A dance will also be given in June. Admission at the dance will be $1 and a "can of food." Half of the canned goods collected will be distributed to Mama Marks for her free food program in Del Paso Heights and the other half will go to the Stanford Home.

Members of Youth Unlimited shown are, seated, left to right, Brenda Rutherford, recording secretary; Robin Dyer, parliamentarian; Degina LaCour, historian; Greg Leftridge, program chairman; Venetia Brown, correspondence secretary; and Robin Robinson, treasurer.

Shown standing are, left to right, Belina Braggs, Sgt.-at-arms; Yvette Fields, publicity chairman; Dharon Grayson, president; Brian Adams, Sgt.-at-arms; Sharon Grayson, financial secretary; and Phillip Dubose, vice president.

The pre-teen members of Youth Unlimited also participated in the group's recent election. Shown from front to back, Lisa LaCour, publicity; Kim Crosby, president; Mike Hill, vice president; and Pam Mosely, publicity. Not shown is Sunday Hicks, financial secretary, Varlie Hicks, recording secretary and Donna Grayson, sgt. at arms.

The Gaderians, Inc., parent club of Youth Unlimited, was organized in February of this year. According to Vivienne LaCour, president, the group's primary goal is to promote youth. Each year the group hopes to be able to provide financial assistance for a college student who might not have other resources. The group is also very active in sickle-cell anemia fund raising. Youth Unlimited will provide entertainment for any non-profit organization, or community group. Members of the Gaderians, Inc. are seated, left to right, Vivienne LaCour, president; Elizabeth Hicks, coordinator; Helen Rutherford, social director; Rose Hill, director, and Jean Robinson, treasurer. Standing are, left to right, Ambris LaCour, Jr., director; Edward Hicks, vice president; Ike Hill, business manager; James Robinson, director; and Robert Grayson, director. Not shown is Clyde Braggs, Sgt.-at-arms.

ABC Theatre Summer Program

ARC's Theatre Arts department will stage its first-ever full summer repertory program for the coming summer college session.

Director William Sibley said two plays are slated for production, one suited for general audiences and one for children. Six performances of each play will be scheduled during the week of July 22.

Students enrolling in the program may earn up to six units of credit, and members of the non-college community will also be considered for roles.

There will be a preliminary audition session Saturday, May 25, from 10 a.m., to 4 p.m., at the ARC Little Theatre, corner of College Oak and Myrtle Avenues.

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Mrs. Maureen Summerfield, left, presents Mrs. Sarah Baker a corsage honoring her for her continued dedication to the Glen Elder-Elder Creek Mother's Club. Mrs. Baker founded the organization several years ago in an effort to unite concerned parents interested in the betterment of their respective communities.

MOTHERS CLUB

The Glen Elder-Elder Creek Mother's Club last week sponsored their second annual scholarship benefit dance at the Holiday Inn South. Proceeds from the event went to aid the continued higher educational goals of Black students attending Hiram Johnson Senior High School. Last year four students received financial assistance from the group. Over three-hundred people attended this year's Mother's Club benefit. Guest speakers for the evening were the Assembly District democratic candidates Norm Waters and John Garamendi. Shown are, left to right, Mrs. Sarah Baker, Mrs. Lillian Townes, Mrs. Viola Cathen, Mrs. Sally Spivey, Mrs. Winnie Halidy, Mrs. Maureen Summerfield, Mrs. Francine Franklin, Mrs. Lula Jones, and Mrs. Jeanie Logan.

VIOLET SOCIETY SHOW

The Capitol City African Violet Society presents their annual show, to be held at the Sacramento Garden & Art Center, 3330 McKinley Blvd., Sacramento, California.

Any resident of the Sacramento Valley is invited to submit entries. They will be received on Friday, May 24th from 2:00 p.m. to 9:00 p.m.

Show hours are from 2:00 p.m. to 6:00 p.m. Saturday May 25th. Sunday from 10:00 a.m. to 6:00 p.m.

A tea will be served both Saturday and Sunday.

For further information contact Program Chairman, Mrs. Patricia Taylor - 451-4703.

Women's Apprenticeship Program Recommended

Women should have their own apprenticeship outreach program similar to the one for minority youths in the construction trades.

This is the recommendation of researchers who conducted a three-year project on getting more women into apprenticeship in Wisconsin.

The project, conducted for the U.S. Department of Labor's Manpower Administration, focused on:

- how to increase the number of women apprentices in the skilled trades, and
- what to do about practices that discriminate against women in apprenticeship.

The main recommendation of the research group was establishment of a national outreach program for potential women apprentices to give them 10 weeks of tutoring to help them pass apprenticeship entrance examinations in the various trades. About 120 such programs are being operated throughout the country aimed at reaching minority group youths.

Other recommendations by the researchers, the Wisconsin Division of Apprenticeship and Training and the University of Wisconsin Extension in collaboration with the Governor's Commission on the Status of Women, are:

- enforcement of equal employment opportunity laws;
- removal of sex designations in the Labor Department's Dictionary of Occupational Titles;
- opening pre-apprenticeship courses to high school girls; and
- building affirmative attitudes in women applicants and exclude sex discrimination in labor contracts.

Activities of the demonstration project resulted in a significent expansion, in the number of women in apprenticeable occupations in Wisconsin.

In 1970, there were 393 women apprentices in 10 occupations (324 as cosmetologists). In 1973, there were 382 women apprentices in 50 occupations (183 as cosmetologists).

The research project, conducted with $105,000 in Manpower Administration funds, was called "Women In Apprenticeship, Why Not?"

It set out to "isolate, analyze, and minimize barriers to the participation of women in the skilled trades."

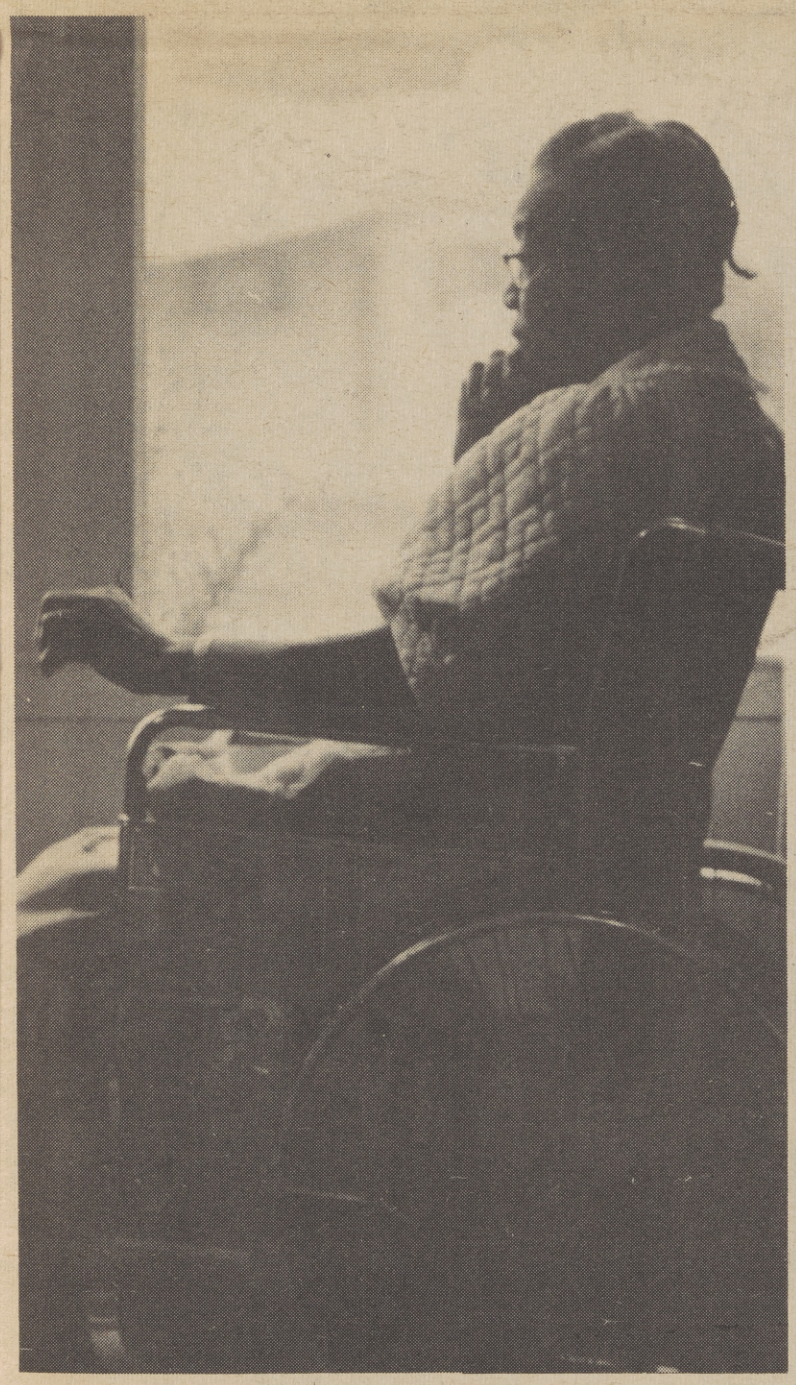
A survey by the project confirmed employers' ignorance of equal opportunity laws and their continuing acquiescence to unfounded prejudices against women in skilled trades.

The survey also found women's dropout rate half that for men and a high degree of employer satisfaction with women apprentices.

The 250-page report may be obtained from the National Technical Information Service, Springfield, Va. 22151, at $6 per copy. The accession number is PB227727.

Who knows the joys of motherhood better than the young mother?

The gift you gave was life. . .
The gift I give in return is my survival.



When her chores are done and all that remains is the echo of the lullabys she sang, who will remember and cherish her?

In the autumn of her years, her capacity for love remains unchanging.

DICK GREGORY PLANS FREE LECTURE IN SANTA CRUZ

SANTA CRUZ -- Dick Gregory, professional comedian and international huminatarian, will give a free public lecture titled, "Social Problems -- Social or Anti-Social?" Thursday, May 16, at 7:30 p.m. in the Upper Quarry amphitheater on the University of California, Santa Cruz campus.

The event, to be presented at UCSC under the auspices of the Committee on Arts and Lectures, is part of a nine-day Black Culture Break, sponsored by UCSC's Black Students Alliance (BSA). The Break will run from Friday, May 10, through Sunday, May 19.

Born in a Black ghetto in St. Louis, Missouri, Gregory became a state champion in track and field while in high school, then went on to become a track star at Southern Illinois University.

He chose a career in comedy at a time when Black comedians received bookings only in Black clubs and theaters. In 1961, he was called as a last-minute replacement at Chicago's Playboy Club and was an instant sensation. From then on, his calendar was packed with appearances as a headliner in every top night club in the United States and on network TV.

During the Civil Rights Movement of the 1960's, Dick Gregory was an active participant in human rights demonstrations across the country. He found himself behind prison bars many times, twice serving 45-day sentences. . .once in Chicago as a result of his daily demonstrations protesting de facto desegregation in the Chicago public school system during the entire summer of 1965, and again in the state of Washington as a result of his demonstrating with the Niqualy Indians in their demand for full participation in American society.

He fasted during both these periods of confinement and, at an anti-war rally held in San Francisco on April 24, 1971, announced that he would "consume only liquids until the war in Vietnam has ended."

Gregory has often stated that "The number one problem in America today is not air and water pollution. It is moral pollution."

UCSC's Black Culture Break will open with a performance of African tribal dances by the UC, Davis Dance Troupe at 8:00 p.m. in the Stevenson College Dining Hall on Friday, May 10.

The following night, Saturday May 11, Gordon Parks's film, "The Learning Tree," will be shown at 8:00 and 10:00 p.m. in Classroom Unit I, Room 2.

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Little Girls' Tank Tops, reg. $1.49 ..... 4 for $5
Little Girls' shorts, reg. $1.49 ..... 4 for $5

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Fancy Tank Tops, reg. $2.49 ..... 3 for $6

FOR BOYS SIZES 8-12

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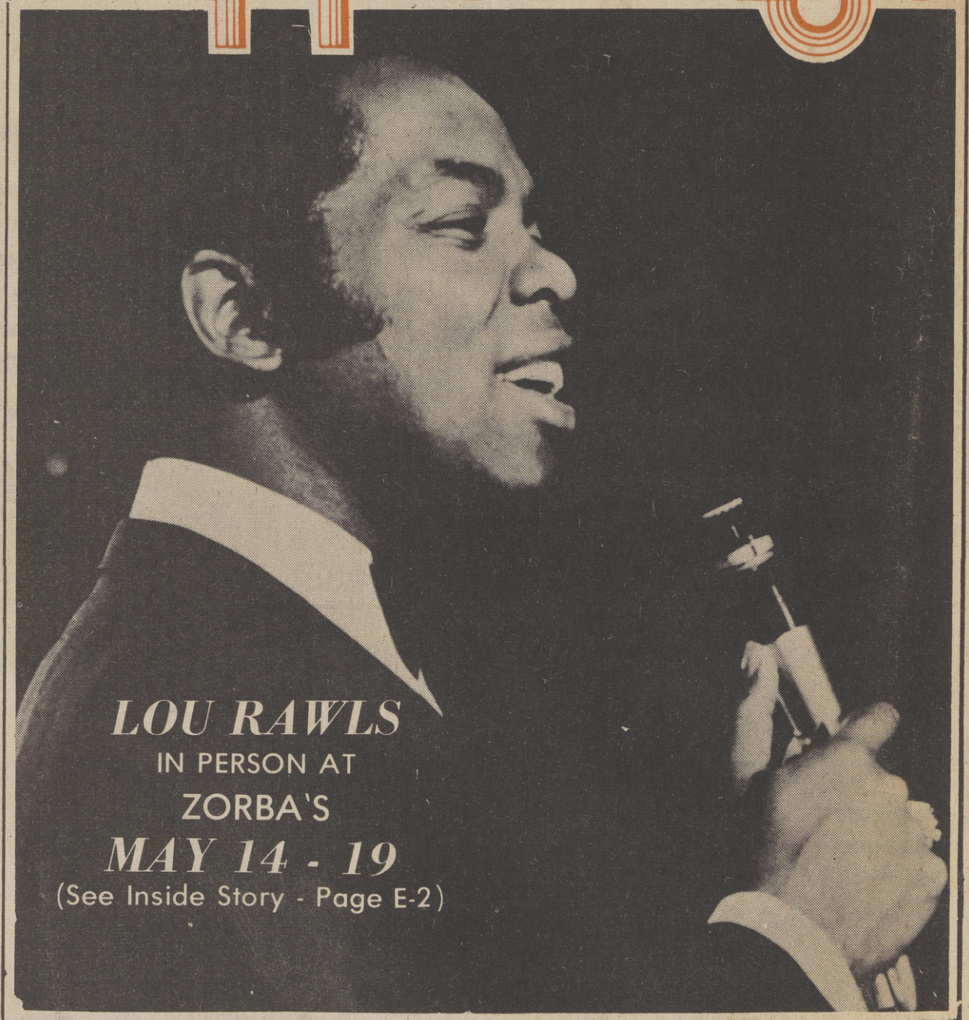
The Sacramento Observer

ENTERTAINMENT GUIDE

MAY 11

MAY 17

the happenings



(See Inside Story - Page E-2)

RECORD AND MOVIE REVIEWS · BLACKS ON TV · LIVELY ARTS

ON THE GO WITH COCOA

G. COCOA WALTHER

WE WELCOME YOU to Sacramento and to Zorba's, and we hope your gig here in Camillia City, is nothing but the best. Tuesday evening May 14th, will mark the opening night of one of the nation's top entertainers to the Sacramento evening set. Whom am I speaking of, none other than LOU RAWLS.

Lou's voice is the sound of experience. Not the sound of experience that comes from years of singing lessons, not the polished and perfected sounds that come from practice and exercise. . .but the unique sound that comes from the kind of experience that is life.

Several years ago, Lou, who hails from the Midwest along with other greats such as Dinah Washington, Sam Cooke, Della Reese, would not have brought much reaction outside of Chicago. Today he is recognized as one of the finest vocal artists in the country, and there's hardly a serious follower of the contemporary music to whom his name does not connote some of the most honest and soulful singing to be heard.

A graduate of Dunbar High School in Chicago, Lou began singing at the age of seven with the local church choir. Later he joined the Pilgrim Travelers, the well-known male gospel group. (Years later they accompanied Lou on a recording when he was with Capitol Records, with a selection of gospel songs.)

Rawls spent a hitch in the Army and finishing his tour of duty, began singing at local service clubs and finally in many of the night clubs in the Chicago area. It was 1958 when Lou and Sam Cooke had a bad accident. Lou was in a coma for five days, suffering from a brain concussion. "They went and pronounced me dead, but I got back on my feet and went on the road again -- had a complete loss of memory, didn't know what had happened."

"In '59, I moved to Los Angeles, and appeared on a Dick Clark Show at the Hollywood Bowl. I was twenty-six of about twenty-eight musicians on the show, scared -- let me tell you. . ." An avalanche of praise followed that concert and critics acclaimed him the most "the most promising male vocalist of the year." That same year he began studying dramatics and was given the opportunity to display his acting ability on a number of TV shows.

Today, nearly a decade later and then some, Lou still spends a lot of time on the road, with regular tours abroad as well, as in the States. His son, Lou, Jr., born in 1964, is often a familiar part of his concerts, although "I won't give him a regular gig, not at his age, and besides, I'm not ready to retire yet."

Whenever he can, Lou, usually once or twice a month, he takes his rhythm section and goes into the deprived areas of whatever city he happens to be in -- "even London" -- to conduct his own personal, highly effective "Stay In School," program. He does frequent benefits for hospitals for the mentally retarded; he works on specific fund-raising projects to fight muscular dystrophy in children. "Kids -- they're the salvation of this world."

Another one of Lou's interests is his willingness to discuss the aspects of commercial art and its perspective in terms of design and advertising. He studied at the Art Institute in Chicago, and for a while designed shoes for the Florsheim Shoe Company. Another of his interests is classical music. His favorites are Chopin and Debussy.

There are various business ventures, too. Lou is on the board of directors of a wine company. He is a shareholder in Cross Roads of the World, a set of office buildings in Hollywood. He has the Sherman Oaks Travel Service in the San Fernando Valley, is an executive in the Faberge company, and he is involved behind the scenes in entertainment with his own music publishing company; an artist management company ("We don't handle any recording artists!"), Dead End Productions, a record production company and Cross Roads Productions, a television and motion picture company.

BIO: LOU RAWLS

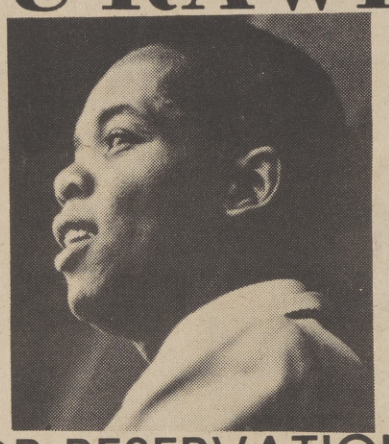
Mrs. Ernest O. Rogers, Administrator of the Oakhaven Group Homes of Sacramento, when asked why she was presenting Lou a scroll, prior to his appearance here in the Camillia City, best says the universal thought about the dynamic and very soulful Lou Rawls. "It is an honor which we would like to bestowe upon Lou for his contribution to music in the world. . .and his unending aid to youth not only here at Oakhaven, but the children of the world."

Lou likes to sing songs that everyone will enjoy. He says: "I try to build my repertoire so it will compliment the atmosphere. I'm trying to reach everyone, young and old alike."

On stage, in the intimate surroundings of a club, in his many television appearances and on record, Lou Rawls is intense, professional, dynamic and unique. He is a thoroughly individual performer, with a style born out of his own experience and expression -- a style that is reflected in his personal, as well as public role.

Lou Rawls will open here in Sacramento on Tuesday evening May 14th at Zorba's. We plan to be there and I look forward to seeing you there too. I would suggest that you make your reservations in advance, so that you will not be disappointed. Remember the name, LOU RAWLS, and remember the club -- ZORBA'S!!!!

ZORBA'S SUPPER CLUB
1220 K STREET • 441-1903
MAY 14 - 19
THE LOU RAWLS SHOW



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The Sacramento Observer ENTERTAINMENT the GUIDE happenings

WILLIAM H. LEE Publisher
G. COCOA WALTHER Entertainment Editor

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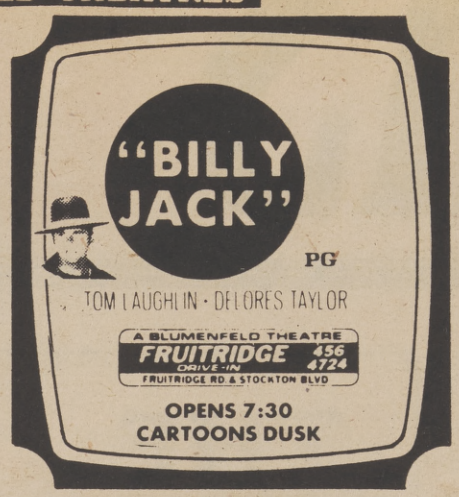

monterey JAZZ festival

..."A Non-Profit Educational Corporation"

Season tickets for the five concerts of the Seventeenth Annual Monterey Jazz Festival went on sale last week.

They will be sold at less than box office prices for individual concert tickets which go on sale Monday, August 5. Holders of season tickets are assured of best reserved seats for the concerts.

Festival dates this year are September 20, 21,22. Artists who will appear at the Festival will be announced as contracts are signed, according to Jimmy Lyons, Festival general manager.

Prices per season tickets to the five concerts are: $31.25, $26,75, $24.75 and $21.75.

The Monterey Jazz Festival is a non-profit, musical event with proceeds after cost going to various worthy musical activities including scholarships and other programs and projects on the Monterey Peninsula.

Season tickets are available by mail order from the Monterey Jazz Festival, P. O. Box JAZZ, Monterey, Ca 93940.

For motel and hotel accommodations during the Festival, write to the Monterey Peninsula Chamber of Commerce, P. O. Box 1770, Monterey, Ca. 93940.

Concord Summer Festival

The Sixth Annual Concord Summer Festival has been scheduled for July 26, 27, and 28 and August 2, 3, and 4, Carl Jefferson, founder and general manager has announced.

Artists for the locally-produced, non-profit music event have not yet been set. There will be six separately-programmed concerts, which will feature top name pop and jazz performers.

The Festival is again scheduled for Concord Boulevard Park, a small grassy bowl. Originally it was planned for the new $4.25 million Concord Performing Arts Center on nearby Kirker Pass Road, however the facility will not be completed in time.

"Inclement weather this winter and spring caused delays, with the Center now set for completion in late fall," Jefferson said.

The Concord Summer Festival served as a focus in the movement to generate interest in the construction of the Performing Arts Center.

Last year's Festival played to more than 35,000 persons and featured such artists as Ella Fitzgerald, Cal Tjader, Herbie Mann, Herb Ellis, Joe Pass, Maynard Ferguson, Woody Herman and Chuck Mangione backed by the Oakland Symphony Orchestra.

Information is available at the Festival office, 2835 Willow Pass Road, Concord, telephone 682-6770.

MUSIC PERSONALITIES

Catch Sammy and Billy at the Lake

Spring fever has invaded Harrah's Tahoe with the Bill Cosby/Lettermen Show now and the Sammy Davis Jr. Show in the wings.

Cosby and the Lettermen appear during the 8:15 p.m. and midnight dinner and cocktail shows through May 17. Davis opens May 18 for two shows nightly through May 29.

Humorist Cosby delights fans with his famous stories of growing up, gambling and just about anything else that pops in his head while on stage.

The Lettermen are crowd pleasers, too. Their smooth vocal stylings have made them recording giants for more than a decade. "Goin' Out of My Head/ Can't Take My Eyes Off Of You" and "When I Fall In Love" are just two of the easy listening tunes that have made them popular.

Next it will be Sammy Davis Jr. He's the man that can do it all. He sings well, dances beautifully and tells jokes like a noted comedian. No two Davis shows are alike, for variety and entertainment are his trademarks.

Billy Eckstine will be the special guest star in the Davis show. The Brian Farnon Orchestra rounds out the bill for both the Cosby/Lettermen and Sammy Davis Jr. Shows.

Coming soon to the South Shore Room are Glen Campbell, May 30-June 5; Don Rickles, June 6 - 20; Lawrence Welk, June 21 - July 11 and Eddy Arnold, July 12-30.

NEW LP RELEASES

THESE RECORDS ARE AVAILABLE AT ANY COLE'S VARIETIES 3 LOCATIONS

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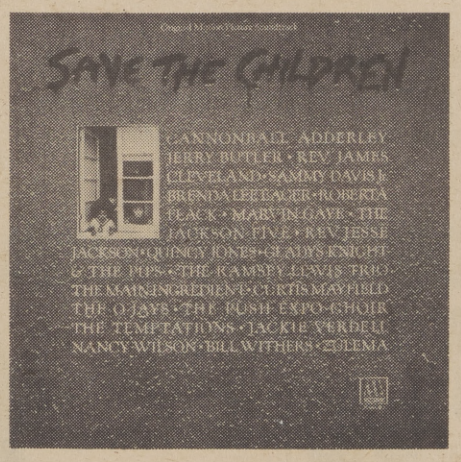

Film Soundtrack

DIFFERENTLY

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BLACKS ON TV

JAM

The Earth, Wind & Fire are among the star acts which appeared before an estimated crowd of 175,000 at "California Jam," the 12-hour rock festival presentation of ABC Entertainemtn held at the Ontario Speedway in California recently. Highlights of the festival air on the "ABC Wide Worl of Entertainment's" bimonthly contemporary music series, "In Concert," on the ABC Television Network, May 10, May 24, June 7, and June 21, 11:30 - 1:00 a.m.

THE URBAN LEAGUE PRESENTS:

13 KOVR
McCLATCHY BROADCASTING

DELORES BRYANT AND GUESTS

Discussion and Education with
Rex Fortune, Chris Wheattley,
Hazel Malone and Archie Martin.

Harold Shipley
Finance director of the Urban League

Sunday
Afternoon
2;30 pm

Willie Mays Special

Willie Mays, the 43-year-old "Say Hey Kid," who retired as an active player from baseball last season after 22 amazing years with the New York Giants, San Francisco Giants, and the New York Mets, will be the subject of a one-hour NBC Network telecast on July 17, at 8:00 p.m., in the evening.

Tentatively titled "Willie Mays, All-Star," the special will be in color and will focus on what happens to superstar Willie Mays since he has been in retirement.

Lee Mendelson Productions, Inc., will produce the TV special with Sheldon Fay Jr., directing and Charles Einstein the writer. Mendelson said "For two decades Willie was the man who could do everything in baseball - hit, run, throw, field and hit homers."

He was Mr. excitement in baseball. Now he's a rookie all over again. He is watching youngsters and coaching them to do the things he did once.

The film took five months to complete. The special will be sponsored by the Bell Systems.

V THIS WEEK

MAY 11

MAY17

The Sacramento Observer presents this viewing guide each week in hopes of increasing your video awareness. Your comments, and suggestions, are our guide for presenting this information. Please drop us a line to let us know how you feel about "Blacks on TV.

SATURDAY

SATURDAY, MAY 11, 1974

BASEBALL PRE-GAME SHOW -- 11:00 a.m. on Channel 3.

SPEED BUGGY -- Cartoon on Channel 10 at 11:00 a.m.

BASEBALL -- St. Louis Cardinals meet the Expos at Montreal on Channel 3 at 11:15 a.m.

AMERICAN BANDSTAND with Bo Donaldson and the Heywoods on Channel 13 at 12:00 noon.

FAT ALBERT -- Cartoon on Channel 10 at 12:30 p.m.

CESAR'S WORLD on Channel 13 visits South Africa. 2:00 p.m.

JIMMY DEAN with the Imperials singing "The Old Gospel Ship" on Channel 3 at 4:00 p.m.

WORLD AT WAR on Channel 10 at 7:00 p.m.

ALL IN THE FAMILY on Channel 10 at 8:00 p.m.

M*A*S*H on Channel 10 at 8:30 p.m.

MOVIE THRILLER -- "Isn't It Shocking?" on Channel 13 at 8:30 p.m.

MOVIE -- Edna Ferber's "Giant" Part I on Channel 3 at 9:00 p.m.

CAROL BURNETT presents the JACKSON 5 on Channel 10 at 10:00 p.m.

DON KIRSHNER'S ROCK CONCERT on Channel 13 at 11:15 p.m.

SUNDAY

SUNDAY, MAY 12, 1974

WORLD CHAMPIONSHIP TENNIS with ARTHUR ASHE on Channel 3 at 10 a.m.

ORAL ROBERTS on Channel 13 at 8:30 a.m.

KATHRYN KUHLMAN on Channel 10 at 9 a.m.

WRESTLING on Channel 40 at 3 p.m.

SESAME STREET on Channel 6 at 4 p.m.

NFL CHAMPIONSHIP GAMES on Channel 13 at 4:30 p.m.

UNTAMED WORLD on Channel 40 at 5 p.m.

ELECTRIC COMPANY on Channel 6 at 5:30 p.m.

DRAGNET on Channel 13 at 6:30 p.m.

OZZIE'S GIRLS with BRENDA SYKES on Channel 10 at 7 p.m.

LET'S MAKE A DEAL on Channel 13 at 7 p.m.

FBI with NANCY WILSON as guest star on Channel 13 at 7:30 p.m.

MONDAY

MONDAY, MAY 13, 1974

SESAME STREET on Channel 6 at 9 a.m.

ELECTRIC COMPANY on Channel 6 at 10:00 a.m.

HOLLYWOOD SQUARES with PEARL BAILEY on Channel 3 at 10:30 a.m.

LET'S MAKE A DEAL on Channel 13 at 1:30 p.m.

PRICE IS RIGHT on Channel 10 at 2 p.m.

NEWLYWED GAME on Channel 13 at 2 p.m.

SESAME STREET on Channel 6 at 4 p.m.

BASEBALL PRE-GAME SHOW on Channel 40 at 4:55 p.m.

ELECTRIC COMPANY on Channel 6 at 5:30 p.m.

ZOOM on Channel 6 at 6:00 p.m.

CONCENTRATION on Channel 10 at 7 p.m.

ROOKIES with GEORG SANFORD BROWN on Channel 13 at 8 p.m.

MISSION: IMPOSSIBLE on Channel 13 at 11:30 p.m.

TUESDAY

TUESDAY, MAY 14, 1974

SESAME STREET on Channel 6 at 9 a.m.

ELECTRIC COMPANY on Channel 6 at 10 a.m.

HOLLYWOOD SQUARES with PEARL BAILEY on Channel 3 at 10:30 a.m.

LET'S MAKE A DEAL on Channel 13 at 1:30 p.m.

PRICE IS RIGHT on Channel 10 at 2 p.m.

NEWLYWED GAME on Channel 13 at 2 p.m.

SESAME STREET on Channel 6 at 4 p.m.

ELECTRIC COMPANY on Channel 6 at 5:30 p.m.

CONCENTRATION on Channel 10 at 7 p.m.

MAUDE with Esther Rolle on Channel 10 at 8 p.m.

BLACK JOURNAL on Channel 6 at 9 p.m.

WEDNESDAY

WEDNESDAY, MAY 15, 1974

SESAME STREET on Channel 6 at 9 a.m.

ELECTRIC COMPANY on Channel 6 at 10 a.m.

HOLLYWOOD SQUARES with PEARL BAILEY on Channel 3 at 10:30 a.m.

LET'S MAKE A DEAL on Channel 13 at 1:30 p.m.

PRICE IS RIGHT on Channel 10 at 2 p.m.

NEWLYWED GAME on Channel 13 at 2 p.m.

SESAME STREET on Channel 6 at 4 p.m.

ELECTRIC COMPANY on Channel 6 at 5:30 p.m.

CONCENTRATION on Channel 10 at 7 p.m.

THE COWBOYS with MOSES GUNN on Channel 13 at 8 p.m.

MOVIE -- "Change of Mind" with Raymond St. Jacques and Janet MacLachlan on Channel 10 at 11:30 p.m.

MISSION: IMPOSSIBLE with GREG MORRIS on Channel 13 at 11:30 p.m.

THURSDAY

THURSDAY, MAY 16, 1974

ELECTRIC COMPANY on Channel 6 at 10:00 a.m.

HOLLYWOOD SQUARES with PEARL BAILEY on Channel 3 at 10:30 a.m.

LET'S MAKE A DEAL on Channel 13 at 1:30 p.m.

PRICE IS RIGHT on Channel 10 at 2 p.m.

NEWLYWED GAME on Channel 13 at 2 p.m.

SESAME STREET on Channel 6 at 4 p.m.

MOD SQUAD on Channel 40 at 5 p.m.

ELECTRIC COMPANY on Channel 6 at 5:30 p.m.

CONCENTRATION on Channel 10 at 7 p.m.

MOVIE -- "Porgy and Bess" with SIDNEY POITIER, DOROTHY DANDRIDGE, SAMMY DAVIS JR., PEARL BAILEY, BROCK PETERS, DIAHANN CARROLL on Channel 3 at 8 p.m.

FIREHOUSE on Channel 13 at 8:30 p.m.

MISSION: IMPOSSIBLE with GREG MORRIS on Channel 13 at 11:30 p.m.

FRIDAY

FRIDAY, MAY 17, 1974

SESAME STREET on Channel 6 at 9 a.m.

ELECTRIC COMPANY on Channel 6 at 10 a.m.

HOLLYWOOD SQUARES with PEARL BAILEY on Channel 3 at 10:30 a.m.

LET'S MAKE A DEAL on Channel 13 at 1:30 p.m.

PRICE IS RIGHT on Channel 10 at 2 p.m.

NEWLYWED GAME on Channel 13 at 2 p.m.

MATCH GAME with GREG MORRIS on Channel 10 at 2:30 p.m.

ELECTRIC COMPANY on Channel 6 at 5:30 p.m.

CONCENTRATION on Channel 10 at 7 p.m.

SANFORD AND SON with REDD FOXX and DEMOND WILSON on Channel 3 at 8 p.m.

NATIONAL GEOGRAPHIC presents "Bushmen of the Kalahari" on Channel 13 at 8 p.m.

GOOD TIMES with ESTHER ROLLE, JOHN AMOS, JIMMIE WALKER, BERNADETTE STANIS on Channel 10 at 8:30 p.m.

SIX MILLION DOLLAR MAN with James McEachin on Channel 13 at 9 p.m.

DEAN MARTIN with NIPSY RUSSELL on Channel 3 at 10:00 p.m.

MISSION: IMPOSSIBLE with GREG MORRIS on Channel 13 at 11:30 p.m.

MOVIE

'Change of Mind'

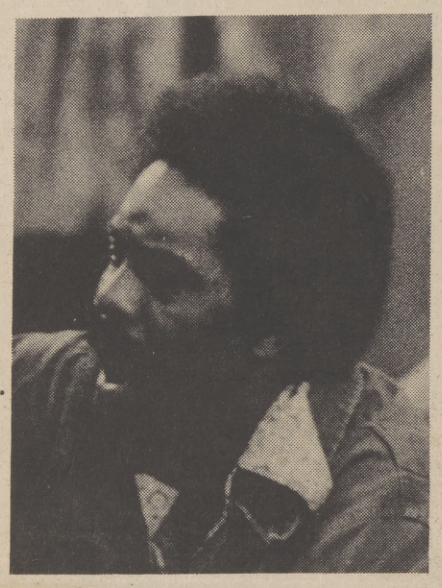
Raymond St. Jaques
Janet McLachlan

On Channel 10
at 11:30 pm

HOLLYWOOD BEAT

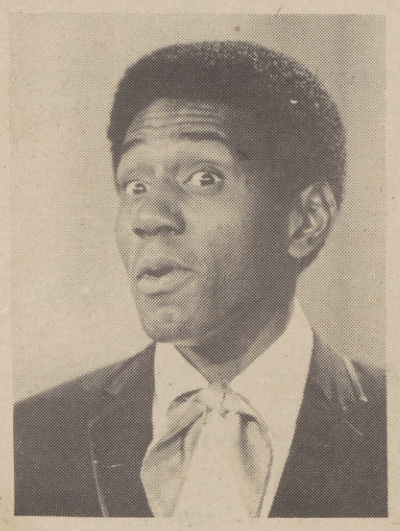
By BILL LANE

DEMOND Wilson won't be having to tussle with that lawsuit for ten million lodged against him and Redd Foxx by Tandem Productions as Demond has gone back to work on the "Sanford & Son" TV set, 'tis reported. At this writing, Foxx was getting ready for a court hearing on a preliminary injunction the court socked him with, prohibiting his working on any other TV show until settlement of his differences with Tandem. NBC has ordered the "Sanford & Son" for an entire new season. Word in Hollywood is that Foxx and the Tandem people will come to terms shortly.



DEMOND WILSON

JOHNNIE Taylor has done it again for Stax Records, turning out a tailor-made bundle of song goodies that're sure to whet the music tastes of multitudes. Called "Super Taylor," the album was recorded in Muscle Shoals, Alabama, at United Sound in Detroit and at Stax' studios in Memphis. Super are the selections, "It Don't Pay To Get Up In The Morning," "Just One Moment," "At Night Time," and "Free." And speaking of albums, Quincy Jones has a tough piece of music riding the racks now, an album, "Body Heat." It's a great one for the Great One, featuring one unique song called "Soul Saga," a song story of The Buffalo Soldiers. And the album introduces a really good singer, Bernard Ighner, who sings a song he wrote himself, titled, "Everything Must Change," a song about the absoluteness of change. Among the instrumentalists on the album are Frank Rosolino, Hubert Laws, Grady Tate, Phil Upchurch, Arthur Adams and Herbie Hancock. Together they generate a lot of body heat.



STU GILLIAM

STU GILLIAM is back to the Playboy circuit, shakin' up the Hefner precincts in Century City nightly with the pitite but dynamic singer, Ellerine Harding . . . John Donley and Kurt Taylor clicked with another of their $4,000 scripts to "Good Times," the TV show for which they have already written several other shows . . . Donley and Taylor did a remarkable script, featuring Dr. James Mays of the M. L. King Hospital here, a piece about how soul food and other things create hypertension problems for Black people, especially.

SUGAR Ray Robinson observed (he did not celebrate) another birthday . . . Wonder whose idea it was to cast Ben Vereen as Bert Williams in Barbra Streisand's upcoming "Funny Lady" when he looks more like a sittin' image of Williams' vaudeville partner, George Walker? Bert Williams stood over six feet tall, was a cool gentleman with a voice like Paul Robeson's. Like having little Joel Grey play Wilt Chamberlain.

BEATRICE Garet's new book, "Welfare On Skid Row," just out, by Exposition Press, and unfolds a lurid story of how ghetto folk on welfare get ripped off more by the establishment than vice versa.

And Vincent Tubbs, the publicist, had just left the Samuel Goldwyn studios when the big fire struck the Goldwyn studios. Tubbs had been there talking about production of Bill Alexander's pic, "The Klansman," and had been looking over several interracial rape scenes captured on still photos for the flick. One of the first buildings to go in the blaze, was the one holding a lot of film material from the picture, which also stars Richard Burton and Lola Falana . . . And singer Amanda Ambrose has returned to her hometown of St. Louis, not really as a singer, but as a church minister. Miss Ambrose, who was spectacular in "Don't Bother Me, I Can't Cope," in Hollywood, had been working in religious programs around Hollywood before her return to St. Louis. Amanda Ambrose is now a minister in the Missouri Church of Scientology. They recently dedicated their new building at 3730 Lindell Blvd., in St. Louis.

THALMUS Rasulala, co-star with Cicely Tyson in the "Jane Pittman" TV story, and star of the pic "Cool Breeze," will now play an accused killer in MGM's upcoming pic, "Ricco," which stars Dean Martin as (huh?) a defense attory. That's Hollywood!

"CLAUDINE" clicking everywhere it's opened, is having its West Coast Premiere May 16 at the Hollywood Pacific Theatre as a benefit for the Children's Services Division of the Central City Community mental health center here. . . Harold "Beans" Bowles, long-time musical director for the Miracles, writes that he's moving straight ahead with Earl Van Dyke in forming a new touring show revue featuring The Other Brothers.

DELLA Reese suing the Regency Hyatt House in Atlanta in a dispute over her working four days of a two - week engagement because of illness, and the hotel refused to pay her for the gig . . . Lou Gossett, now a father. His wife, Christina said "Welcome" to their first - a boy - Bertram Satie, in a Santa Monica Hospital . . . Yaphet Kotto and Michael Moriarty filming "Report To The Commissioner" . . . The Supremes taped by Merv Griffin in Merv's "Salute to Las Vegas" series . . . Lena Horne all set to pilot her own TV show from Hollywood, a show aimed at women, called, "Lena Horne's Grapevine." 'Bout time. Many persons have long wondered why no Black women had been hostessing their own TV shows on the networks. We know why, and have been knowing why for a long time.

And just think, James D. Quello, formerly of Detroit's WJR, was sworn in as a member of the FCC in Washington the other day by a Black court judge, Damon Keith of Detroit.

AND Benjamin Hooks, the only Black member of the FCC, told members of the Southern California Broadcasting association here, that broadcasters

(Continued on E-8)

Gordon Crowe Productions, Inc. Presents

"THE MOST EXPLOSIVE FORCE IN JAZZ"

Count Basie

AND His Orchestra

and

CARMEN McRAE

Count Basie is a bandleader who has established himself as a modern - music immortal, and Carmen, described as a "Singers" Singer. This isn't just a concert . . . It's an **EVENT.**

SATURDAY • MAY 25 • 8:30 PM

Sacramento Memorial Auditorium

Tickets: $6.50, $5.50, $4.50, $3.00

Civic Theater Box Office

1419 H Street 441-6991

Also: Rhodes Country Club, All branches of Sacramento Saving and Loan, Aerojet Recreation Center, Crossroads Music Box, Nancie's Record Shop in Auburn, Eberle's Music Center in Placerville, Folsom Realty, Folsom and Weberstown Box office in Stockton.

Sponsored by The Sacramento Bee, KFBK, KOVR Channel 13.

MOVIE SCENES

'Uptown' Due Next Month

A Black all-star cast, the largest in Hollywood history, is featured in Sidney Poitier's hilarious comedy film, "Uptown Saturday Night," due for national release in June.

Poitier wears three hats as executive producer, director and leading role star. He made the movie for his company, Verdon Productions, Ltd., and First Artists. Richard Wesley wrote the screen play, an adaption of an original story by Poitier and Melville Tucker produced for Warner Bros., the latter releasing the film.

But it's the Black stars who bring the initial impact to "Uptown Saturday Night."

In addition to Poitier, who plays "Steve Jackson," a factory hand, the cast includes Bill Cosby, who plays his buddy, a cab driver, "Wardell Franklin."

Also in the super-cast are Harry Belafonte as a ghetto gangleader named "Geechie Dan," Flip Wilson as a minister who preaches a sermon on the subject, "Loose Lips," and Richard Pryor as a phony detective named "Sharp Eye Washington."

And there's Rosalind Cash as Poitier's wife, "Sarah," Roscoe Lee Brown as a chamaleon-like Congressman named "Chesley Lincoln," and Paula Kelly as the Congressman's down-to-earth, often-salty wife, "Leggy Peggy."

And there's Ketty Lester, as Cosby's wife, "Irma," Harold Nicholas as a gangleader named "Little Seymour" and Calvin Lockhart as a gangleader named "Silky Slim."

Poitier established his own production company in 1967, for the purpose of making movies which, to him, seemed significant. He developed the storyline for "For Love Of Ivy" and produced the movie himself.

Subsequently, he entered a partnership with Paul Newman, Barbra Streisand, Steve McQueen and Dustin Hoffman to form the independent production company, First Artists, in order to gain creative and financial control over motion picture projects from initial pre-planning to final distribution.

The year 1974 is Poitier's 25th anniversary year in motion pictures. It was in 1949 that he first came to Hollywood to portray an intern in Joseph Mankiewicz's film "No Way Out" for 20th Century Fox.

As the executive producer and director of "Uptown Saturday Night," and as the leading-role star in it, Poitier was totally involved in both the business and creative ends of filmmaking.

He personally assembled the aforementioned Black all-star cast, and it has been said that "only Sidney Poitier could have gotten all those stars together in a movie."

He also personally interviewed, auditioned or approved dozens of other actors and actresses. Counting atmosphere people, more than 1,300 Blacks found work in "Uptown Saturday Night."

Notable among the actors unmentioned to this point are Johnny Sekka, an international star from Senegal who was brought to America by Poitier; Lincoln Kilpatrick, who is the head of a well-known West Coast Theatrical school as well as a busy actor, and Don Marshall, best known perhaps as co-star in the television series "Land of the Giants."

'BLACK EYE'

Fred Williamson gains the upper hand and puts away this attacker in a scene from "Black Eye," the Warner Bros. release due for early May release. Williamson plays a former police lieutenant who's now a private detective flushing out two-bit criminals in a Southern California beach town. Rosemary Forsyth and Teresa Graves co-star.

EBONY ETCHINGS ETC.

By WARREN LANIER

"HOLLYWOOD HOTLINES. . ."

FRED WILLIAMSON, star of "Black Eye," had to cancel his New York City promotional trip. He had an accident while horseback riding; in the meantime, Allied Artists' "Three The Hard Way" will premiere in New York City on June (26). This is the superduper with super dudes JIM BROWN, FRED WILLIAMSON, AND JIM KELLEY starring. The Impressions have a Buddah Album coming out on this film.

LENA HORNE reported set to hostess a TV show to come from the West Coast. Aimed at women, it'll be titled "Lena Horne's Grapevine" and will be an hour-long show of interviews, songs and comments; with B.J. JACKSON producing.

Now that REDD FOXX is a big TV star, DOOTSIE WILLIAMS, who recorded him 14 years ago when he was still working black nitespots, has reissued most of his naughty discs on the Doeto Label in Los Angeles. FOXX made over 15 albums for DOOTSIE during that period that got into more than 5 million homes.

RON O'NEAL had another chance to defend Black movies when he was interviewed by Nick Thimmesch, the Syndicated columnist. O'NEAL, who says he's tired of "Super Fly" being singled out for criticism, pointed out that "far more black people stood in line to see 'The Exorcist' and 'The Godfather' (both violent and bloody) than to see 'Super Fly'."

While GORDON PARKS, SR. who directed Super Cops and GORDON PARKS, JR. who directed "Thomasine and Bushrod" are enjoying the monies flowing in from their hits; it seems the third son, DAVID PARKS, is desperately trying to raise funds for a film he has ready for shooting.

LAWRENCE - HILTON JACOBS, who's right-on, as DIAHANN CARROLL's militant son in "Claudine," next plays Charles Bronson's would-be mugger in Paramount's "Death Wish."

Warner Brothers will be the home of the new film, "The Bessie Smith Story" which will star LINDA HOPKINS. MS. HOPKINS feels "the blues is just gospel with blues words. Blues talks about the hurts of life. Gospel is about the desire for salvation. I know, because I've experienced both."

"PEOPLE ARE TALKING ABOUT. . ."

The involvement of Radio Station KAGB/FM and the Local High Schools, with a one hour Saturday morning show called, "It's A High School Happening," that's broadcasted live from the station studios in two half hour segments between 11:00 a.m. and 12:00 noon, including student newscast, editorials, and music that's got all of Los Angeles listening and talking, to the extent that Sears and Roebuck might pick up the sponsorship tag on a year to year basis. . .The forthcoming convention of the National Association of Radio and Television Artists that will come off during the month of August at The Century Plaza Hotel; and the pre-convention meetings, confabs, etc., that will result in NATRA's Award Banquet and Show becoming a Television Special via way of ABC Television Network. . .The interest being stimulated by Angeltowners, as to who is going to fill the council vacancy left by BILLY MILLS now that he is an appointed judge; inside information has it that BOB FARRELL, could well be the next councilman in the vacant slot. . .The axe falling at Polydor Records in New York, resulting in BUZZY WILLIS, being axed out of his Vice Presidency and joining the industry unemployed looking for his next gig; meanwhile back on the West Coast HILLARY JOHNSON has taken over his executive duties with Playboy Records. . .The Third Annual Olympia NAACP GOLF CLASSIC coming off June (12) at Pomona National Golf Course; and how Board Members HARRY JONES, DR. CLAUDE HUDSON, ELLA MAE REASON, ELBERT HUDSON, DR. WELLS K. DUFFY, are working to make this Golf Tournament the greatest to date in NAACP presentations of Golf Classics. . .The TV dropouts for next season being "THE FLIP WILSON SHOW" and "SHAFT". . .As the result of an anti-gun drive, Jamaicans are going to church to get rid of guns, illegal under a new gun control act. Bullets were placed in a collection plate during a recent Sunday service. Since the drive began in early March, officials report 363 guns and 14,000 rounds of ammunition have been surrendered -- 70 percent of them to churches. . .Congressman CHARLES RANGEL being furious is puting it mildly. CHARLIE is mad as hell over the fact the new Turkish government has permitted the planting of opium poppy seeds again on state farms. It's from this opium, converted to a morphine base in Marseilles, France that heroin comes from and works its way into the U.S. and Harlem, RANGEL's homeground. U.S. paid Turkey $35,000,000 over three years ago to stop planting opium. Result: crime dropped in NYC and so did narcotics deaths. And heroin market became poor. Now future looks bleak again, hence RANGEL's rightful chagrin.

"EBONY ETCHINGS OF A LADY. . ."

"I don't believe in dying, I feel that at a certain point, one living form terminates, and its energies are dispersed and go into another form."

To hear those words, one could easily assume that they come from a person who spends much time contemplating the "true-ism of life, and its aesthetic values." Instead they are one of many "life affirming philosophies which have been developed from a woman who remembers that as far back as the age of three one of her major concerns was to be able to touch other people and make them smile.

A child of mixed parentage, the Florida childhood of our guest this week, was heavily influenced by her father, an Indian and school teacher; whose "you can do anything you want in life as long as you are willing to work for it," guidance, when combined with her own charisma, charm and driving desire to succeed had her overcome many obstacles of prejudice and become a high school champion in oration, and an "A" student undergraduate at Xavier University.

While at Xavier, one of her heretofore unheralded attributes, "acting," became a priority in her activities and upon the realization that "this" is where she could really grow and develop her person in the manner she desired, student was abandoned for the Goodman Theatre. School in Chicago; and top grades along with "finding herself," aided in having her receive a scholarship to the Carnegie International School of Dance in New York.

The time of her arrival in Gotham was indeed appropriate, as she found herself basking in the creative energies of such names as Harry Belafonte, Leroy Jones (Imamu Barraka), Diahann Carroll and Phil Moore, but also a befelling by cancer temporarily postponed her career.

With that part of her life becoming a memory, and a full mature woman, whose active ability was growing fast as her "renewed desire" could carry her, the Southern California Sun was the magnet which opened the next chapter in the ever brightening story of our lady, and drew her to Hollywood where she, besides noticing the absence of the contact and closeness of the legitimate theatre; landed her first job, which was as running role on the Medical Center Television Series as Nurse Dorsey.

Since those early days, in Southern California, our lady of the hour has added her presence and exceptional ability to such television shows as, "Julia," "Banachek," "Ironside," "Rowan and Martin's Laugh-In," "Flip Wilson Show," "Colombo," and several specials and talk shows. The celluloid silver screen scene have also been touched by her evolution of affective acting as she was seen in such productions as "Hitman," "Dream of Kings," "For The Love Of Ivy," "The Fuzz," "Black Gun" and many more.

A total concept in motion of knowledgable and worldly womanliness, she prides herself on her wardrobe, intelligence sensitive senses and professional ability. With an excerpt from one of her favorite authors, Ghibiran, "Love needs naught but to fulfill itself," our column this week states that our guest "needs naught but to fulfill herself," and by doing so will fulfill the need of anyone looking for a creative "concept in motion" toward success; and we proudly present LISA MOORE.

LISA MOORE

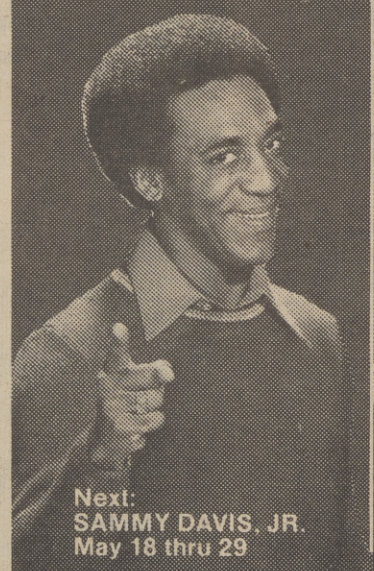
Hollywood Beat'...

(Continued from E-6)

should come off that old fear of losing their licenses as reason they often give for failing to go after full facts in their newsstories for TV and radio. He also scolded them for resorting to so much shallow, puerile and Little Orphan Annie editorializing on their stations. He scolded them for avoiding controversial issues. "You have some obligation," Hooks told them, "to use part of your broadcast day to give the people the light so they can find their own way."

Harrah's
Reno and Lake Tahoe

At Tahoe
BILL COSBY
LETTERMEN
Thru May 17



Next:
SAMMY DAVIS, JR.
May 18 thru 29

In Reno
THE SMOTHERS BROTHERS
Thru May 15

Next:
TONY SANDLER & RALPH YOUNG
RED BUTTONS
May 16 thru 29

24-Hour, 7-day reservation service toll free: 800/648-3773
Show Times: 8:15 p.m. & 12 midnight. Seating: 6 p.m. & 11 p.m.
Tahoe Sunday Show: 6 p.m. & 10 p.m.

The Sacramento Observer

MAY 9 - 15, 1974

URBAN LIVING

4th Annual Black Family Day Picnic

"Struggle, Unity and Deliverance" was the theme of the Fourth Annual Black Family Day Festival held last Friday and Saturday, at University of California, Davis.

Many different refreshments were available at last week's Festival including bar-b-cue dinners, hamburgers and hot dogs and the world famous Muslim bean pies. This Festival participant, chose the standard Burger and soda.

Warm tropic weather, reminiscent of weather one might expect in the mothercountry, greeted the hundreds who came together for this celebration of the beauty of the Black Family.

The Festival is dedicated to promoting a better awareness and understanding of the cultural, social and educational achievements of Blacks.

Included in the day's activities was a gospel concert, a Black classical music concert, poetry, speakers, a fashion show, an art exhibit and several other exhibits sponsored by campus groups and area community organizations. A bid whist tournament and a dance exhibit were also a part of the day's activities.

U.C. Davis Black medical students offered free sickle cell anemia and hypertension tests. One of the highlights of the Festival was a two-day Black Women's Symposium sponsored by Sisters GOT. Toni Cade Bambara, author and dancer and Margaret Koontz were principal speakers for the symposium which drew women from all walks of life.

The festival was sponsored by Ujima and other campus and community organizations. More photos on page F-2.

Black Family Day is also children's day. Area youngsters could either romp in the sun as many chose to do or try their hands at "coloring" as this lovely young sister did.

Shule Jumamose was one of the many local organizations that had exhibits in this year's Festival. Shule Jumamose is an alternative school for Black children in the Sacramento area.

A few, like these three, chose to watch the day's activities unfold from a comfortable perch on the sidelines.

'OUR BABY'S EARLY YEARS'

Unique New Baby Book For Black Parents

Now Black parents can be assured of an accurate record of many events which take place during their babys early years. A unique new book has been developed which outlines important experiences in the life of the infant.

It also provides space for proud parents to make notes on many important events in the life of the newborn.

"Our Baby's Early Years," is the title of the book. And it provides a perfect medical-dental-health record for the young child to take when he first goes off to school, and to enjoy when he reaches adulthood.

Dr. Rudolph Moragne, Chicago Obstetrician-Gynecologist, and Dr. Lenora Moragne, a Washington, D. C. Nutrition Educator, have worked as a brother-sister health team to compile this timely publication -- especially for today's Black parents.

"Our Babys Early Years," outlines recommended immunications and other medical tests, stages of tooth development and early dental care, proper diet and developing food habits for the bundle of joy.

In addition, the 80-page book offers suggested ways to save baby's first money gifts (through savings accounts, stock and bond purchases, endowment life insurance) for use later to buy toys, wardrobe, travel, education, marriage, etc.

There's a place for describing baby's early hospital stay and first visitors, birth certificate and registration, gifts received and from whom, birth statistics and markings, christening and family tree. There's ample space to trace baby's family tree back several generations.

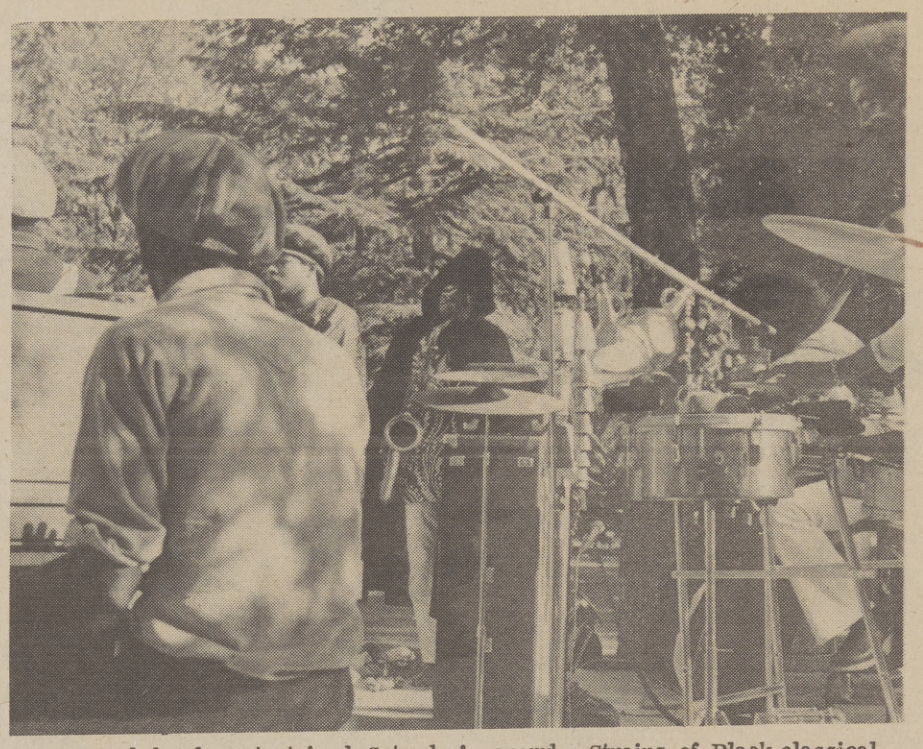
This hard cover book also provides space for baby's first writings and drawings, a record of baby's favorite toys, songs, books and stories, plus the first time he crawled, walked, waved bye-bye, talked etc.

In the back of this indexed volumn is a list of books on infant care, a-

(Continued on Page F-3)

'STRUGGLE, UNITY & DELIVERENCE; THEME OF BLACK FAMILY DAY'

Mrs. Gary Perkins and her Afghan.



Several bands entertained Saturday's crowd. Strains of Black classical music was the production of this group.

Black Family Day is picnic time for many area families. Picnicers are shown in the background as Martha Reed displayed a selection of Black greeting cards.

Work- Learn Program To Remain

The highly successful Work-Learn Program at the University of California, Davis, will be continued through the summer.

The internships in such areas as legal aid and government service, the program gives students experience and academic credit in career fields of their interest.

The program is sponsored through four groups: Bixby Work-Learn provides internships for the biological sciences, agriculture and environmental studies; the Probe Office handles internships in the Humanities, social sciences and behavorial sciences. The engineering department sponsors engineering jobs, and the Pre-Law Office offers internships for students interested in law careers.

Applications for admission must be in by June 3 for the first session and by July 15 for the second.

For further information about these programs, contact the individual departments and offices at the University of California, Davis 95616.

Black Educators Plan Dinner

Students from local high schools and continuation schools who have excelled in some area but who have never won any traditional student awards will be honored by the Sacramento Area Black Educators (SABE) at a special dinner later this month.

According to Dr. Rex Fortune, president of SABE, honors will go to more than 250 seniors who have held school or community offices, participated in sports or theater, received grades of B or better, been recognized as a leader or in general tried to achieve in some area will be honored by the group.

"The extent to which we can anticipate future leadership in the Black community is directly related to our collective efforts to promote achievement, growth and development of our Black youth and adults," said Dr. Fortune.

Assemblyman Leon Ralph, D-Los Angeles, will be the main speaker at the honors dinner at 6 p.m. at the Sacramento Inn.

SABE is seeking sponsors to help pay the cost of the dinner and the plaques which will be given to each student. Tickets are available from Oak Park Neighborhood Council.

BLACK FELLOWSHIP WINNER NAMED

Michael John Papin, a senior at California State University, Northridge, majoring in political science, has been selected as a Black Graduate Fellow of of the American Political Science Association.

Papin was the only California student to receive this prestigious fellowship and one of 26 nationwide.

A graduate of Christian Brothers High School, Papin plans to seek a career in urban affairs.

Papin leads an active academic career, but does not neglect other worthwhile extracurricular activities. He devotes a great deal of time to recreation work and tutoring of youngsters. He is also active in civic affairs.

The senior student is a member of Phi Sigma Alpha, a national political science honor society, Kappy Alpha Psi Fraternity, Order of the Arrow (Boy Scouts) and the Ricon Bowling Club.

Papin is the son of retired Lt. Colonel and Mrs. Jack L. Pappin of Sacramento.

County Charter Amendment

Sacramento County voters will be asked to decide a county charter amendment which would modify present rules restricting hiring to the top three names on an eligible list.

The decision to place the measure on the June 4th ballot was approved by the Board of Supervisors who heard the proposal opposed by representatives of some recognized employee organizations.

The amendment would permit hiring from among the top three ranks on an eligible list. A rank consists of all those persons who have the same test score after rounding up to the next whole number.

For example, an actual score of 88.71% is rounded to a score of 89%. All persons tied in any of the top three ranks would be eligible for hiring.

Under the present charter rule, test scores are computed to one-hundredth of a per cent (e.g., 88.71%, 92.82%, etc.). Only three persons holding the top three score are eligible for appointment even though other persons may have achieved almost the same score.

The proposed measure would soften the present practice of making fine distinctions in examination scores. Employment examination experts generally agree that civil service examinations are not accurate enough to justify the ranking of candidates based on such minor score differences.

Some contend that even differences of several whole percentage points are insignificant in determining who is the better candidate.

New Baby Book For Black Parents...

(Continued from Page F-1)

mong them a book which lists African names and their meanings. And space is provided for handy phone numbers like father's place of work, baby's doctor, the hospital, clinic, drug store and so on.

A Washington, D. C. artist, Clarence Holbert, completed sixteen original illustrations of beautiful Black babies especially for this book. The pictures are ideal, framed on baby's nursery wall. LenChamps Publishers of Washington, D. C. (P. O. Box 24027) say the $3.95 book will be available in local department and book stores, variety and drug stores, and mail order houses.

Dr. Rudolph Moragne is a practicing Obstetrician-Gynecologist on Chicago's Southside, and is an attending physician at University of Chicago's Lying-In Hospital.

A graduate of the University of Illinois and Meharry Medical College, he holds membership in the American College of Obstetricians and Gynecologists, American Medical Association, and the National Medical Association. Dr. Lenora Moragne, Head of nutrition Education and Training for the U.S. Department of Agriculture's Food and Nutrition Service, holds the M.S. and Ph.D. degrees from Cornell University in Ithaca, New York. She is a member of the Society of Nutrition Education, American Dietetic Association, and American Public Health Association.

Our Baby's Early Years

Book cover

Rudolph Moragne, M.D.and wife, Lenora Moragne, PhD.

'The Disadvantaged, Issues & Innovations' Class

One of the highlights of this year's Summer Sessions at the University of California, Davis, is a course dealing with the "invisible" segments of society.

"The Disadvantaged: Issues and Innovations" will examine those groups of people in American society that are socially and culturally disadvantaged.

Such areas as employment, educational opportunities, health care and criminal justice will be explored, as well as possible avenues for change. Emphasis will be on the contemporary situation, but important historical factors will also be discussed.

The course, from the applied behavorial sciences department, is offered through the UCD Summer Sessions during the first session, June 17 to July 26. The prerequisites are ten college units of credit in psychology, sociology, and/or anthropology. It will be given at Solano Community College in Suisun and the fee is $86. Applications for admission must be in by June 3.

For more information, contact the Office of Summer Sessions, 375 Mrak Hall, University of California, Davis 95616.

SAEOC Board To Meet

The next SAEOC Executive Board meeting is scheduled for Wednesday, May 15, 1974, at 7:30 p.m., at the Board of Supervisors Chambers, located at 827 7th Street (corner of 7th and I Streets), Room 427, Sacramento, California.

The Sacramento Observer

URBAN LIVING

MAY 9 - 15, 1974

'AFFIRMATIVE ACTION WEEK' AT UCD

Nine workshops concentrating on the goals of affirmative action will be held with various units on the Davis campus of the University of California during Affirmative Action Week, May 20-24.

Multiple outside guests will be joining for compliance with the laws and rules governing affirmative action on other campuses and for state and federal agencies.

The goals of UCD's affirmative action programs are to eradicate the effects of past discrimination in the hiring and promotion of minorities and women and the prevention of future discrimination, including any potential reverse discrimination thought to arise from affirmative action.

Campus units are generally identified by administrative chain of command, i. e., agriculture and field stations, College of Letters and Science, but may have resulted from drawing together several smaller areas in order to provide a viable unit, according to Dennis Shimek, one of the coordinators of Affirmative Action Week.

"The workshops will involve a cross section of faculty and staff in the discussion of plans, programs, policies and specific needs of the units on the campus," Shimek said.

"By dividing the workshops up among the various campus units and bringing in outside participants, we will make available additional expertise to be of assistance in further achieving our affirmative action objectives."

Campus participants in the unit workshops have been extended invitations to attend.

Meeting with the School of Veterinary Medicine the afternoon of May 20, will be Gary Riopelle, Office of Higher Education, Health Education and Welfare (HEW); Mary Samis, CAREER, a committee on equal employment opportunity; and Ann Miller, affirmative action officer, Standord University.

On May 21, Antonio de Dio, Equal Employment Opportunity Commission; Herbert Carter, affirmative action officer, California State University and Colleges; Lucy Sells, department of sociology, UC Berkeley; and Joanne Lewis, affirmative action officer, UC San Francisco, will meet with Student Affairs and the School of Medicine.

The Central Administration and Letters and Sciences units will meet on May 22, with B. J. Miller, Fair Employment Practice Commission; Ellen Weaver, Association for Women in Science; James Chin, Office of Contract Compliance, Department of Defense; and Ms. Sells.

May 23, the Library and Schools of Engineering and Law will meet with William Dacus, Office of Federal Contract Compliance, Department of Labor; Chin; and Mari Goldman, chief consultant, Joint Committee on Legal Equality.

Agriculture and Field Stations and Physical Planning will meet with Riopelle, and John Cooper, Division of Wages and Hours, Department of Labor, on May 23.

Two major all-campus meetings will be held on the Quad during Affirmative action Week.

The first will feature Aileen Hernandez, of the National Committee against Discrimination in Housing and past president of the National Organization for Women (NOW), at noon on May 20.

On May 23, again at noon, Phillip Montez, director of the Western Regional Field Office of the Civil Rights Commission, will speak.

"Affirmative Action Week is just the beginning of a program to better communicate, involve and work with the entire campus community on affirmative action related programs and projects," Shimek said.

Working with the campus program, in addition to Shimek, are Deanne E. Falge of academic affairs and Eugene Stevenson of student affairs. Sandi McCubbin of the Women's Center and Helen Remick of University Extension are helping organize the week of events.

CHP REPORTS LESS ACCIDENTS IN MONTH OF APRIL

During the month of April, 1974, the California Highway Patrol patrolled area in Sacramento County experienced 3 fatal accidents, 215 injury accidents, and 445 property damage accidents.

By contrast with April, 1973, there were 3 fatal accidents, 234 injury accidents, and 486 property damage accidents.

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USDA Grade A **49¢ lb.**

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Fresh California Grown 1st Quality

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DRUMSTICK or WHOLE LEG **59¢ lb.**

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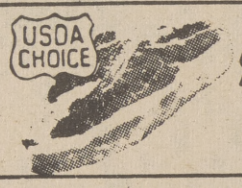

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SMOKIE LINKS 12 oz. pkg. ..... **98¢ ea.**

USDA Choice Lean Boneless Rolled X-RIB ROAST	$1.43 lb.
USDA Choice Well Trimmed CHUCK STEAK	98¢ lb.
USDA Choice Well Trimmed STANDING RIB ROAST	$1.43 lb.
USDA Choice Lean All Meat BEEF ROAST BRISKET OR HEEL OF ROUND	$1.39 lb.
USDA Choice Well Trimmed LEG OF SPRING LAMB	$1.39 lb.

Fancy White Fresh Frozen **JUMBO PRAWNS** ..... **$2.98 lb.**

First of the Season **FRESH SALMON** by the piece .. **$1.49 lb.** center steak ... **$1.89 lb.**

Kraft Finest Process Single Sliced **AMERICAN CHEESE** 8 oz. pkg. 69¢ 3 lb. box **$3.49 ea.**

FROZEN FOODS

ORANGE JUICE 6 OZ. **TV 19¢**

Collier's **10 LB. BAG 75¢**

More "JUMBO EXTRA VALUES"

Nalley's **RELISHES** All Varieties 13 oz. **29¢**

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LEMONADE	Minute Maid ..... 12 oz.	30¢
COOL WHIP TOPPING	..... 9 oz.	57¢
PIZZA BREAD	Schilling's ..... 7 oz.	49¢
LASAGNE	Stouffer's ..... 21 oz.	$1.49
PIZZA	Deluxe or Pepperoni Celeste ..... pkg.	$1.99
INTERNATIONAL VEGETABLES	Birdseye Hawaiian, Italian or Japanese ..... pkg.	41¢

STICK MARGARINE	Imperial ..... 1 lb. cubes	55¢
NATURAL CEREAL	Alpen ..... 12 oz.	59¢
CAT FOOD	Kal Kan All Varieties ..... 14 oz.	27¢
S.O.S. SOAP PADS	..... 10 ct.	29¢
DELUXE NAPKINS	Chiffon ..... 60 ct.	35¢

Nabisco **RITZ CRACKERS** 16 OZ. **55¢**

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LEMON JUICE	Realemon ..... 24 oz.	55¢

Dynamo **LIQUID DETERGENT** 28 OZ. **65¢**

Folger's COFFEE **$1.95** 2 lb. can 3 lb. can $2.95

Coffee-mate **CREAMER** 16 OZ. **97¢**

V-8 VEGETABLE JUICE	..... 6—6 oz.	63¢
STRAWBERRY GLAZE	Carriage House ... 15½ oz.	53¢
DREAM WHIP TOPPING	..... 8 oz.	85¢
INSTANT BREAKFAST	Carnation All Varieties ..... 6 ct.	75¢
PLUS MEAT	Mrs. Filbert's ..... 6.6 oz.	65¢

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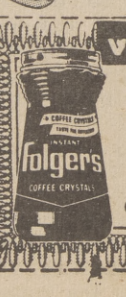

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Long Green Crisp **CUCUMBERS** 2 FOR **39¢**

New Crop Sweet **RED ONIONS** 2 LBS. **39¢**

Young Tender **BROCCOLI** BUN. **39¢**

Young Tender Sweet **CORN** 7 FOR **99¢**

Food, Basis Of Life

Food is the basis of life.

It is the source of health and well-being, gives you the energy you need for every day living, affects your weight and height and even your strength to a great extent.

In other words, everything in life begins with food and there is much to the saying, "You are what you eat."

Food contains protein, carbohydrates, fats, vitamins, minerals and water. All of these are nutrients: that is, they nourish the body.

Since food is vital, you need to know about the nutritive content of foods, which ones are the best sources of the various nutrients, and how to combine them into a healthful, balanced diet.

There is a great deal of talk about one particular group of nutrients, vitamins. Vitamins are very important but you should know that vitamins do not create energy or build tissue—the substance of the body—by themselves.

Many of them are involved in the release of energy within the body and in the process of tissue-building.

Some of them control the ways the body handles food. There are a number of different vitamins and they are found in different foods in varying amounts.

So food contains nutrients, some more than others, and you need to know how to select the combinations of food that will give you the nutrients you need.

The important thing is to remember that no one food does everything and all foods have something to offer. A variety of different types of foods will provide all the nutrients most of us need.

Consumer Review $

by CLOVES CAMPBELL

Watch Out For Pyramid Selling

If you're lured into pyramid selling, you might find your savings account empty and your garage full of whatever product was going to make you a millionaire in your spare time.

Thousands of people are victimized each year by the get-rich-quick schemes known as multi-level distributorships. This franchise operates much the same way a chain letter does, with one important difference.

If you "break the chain" by not sending a copy of the letter of six friends (who are supposed to send it to six of their friends, etc), you won't the letter warns, receive $1,500 within six weeks the way Colonel Nesbitt X. Pennysnatcher of Texas did. (The winners always seem to have names like that). So you get on the chain by writing a lot of letters. But in pyramid selling it costs money, sometimes a lot, to even join the chain. And most people never see the money again. It disappears into the billion-dollar industry that has been called the number one consumer fraud.

BUY TO TOP - Here's how it works. You start enrollment fee is anywhere from $300 to $5,000 depending on the company. You're supposed to get back the investment money and huge profits in commissions earned from selling franchises to others, plus bonuses when these people sell franchise commissions.

In order to sell others, however, you must pay another fee, sometimes as much as $1,000. And some companies insist that you find another person to take your place in the pyramid structure before you move up to collect the franchise commissions.

The usual introduction to the plan is an "opportunity meeting," where potential investors, drawn by advertisements promising much money for little work, are whipped into enthusiasm for the wealth that's waiting them. They're urged to project the right "image" with a new car and new clothes. "You have to spend money to make money" is a favorite line at these sessions. And if the investors have to borrow their enrollment fees, the company might have its own finance company available to handle the loan, at a hefty interest rate. Some companies also require investors take costly motivation courses to refine their sales techniques.

COMMON PRODUCTS - The most common products in the industry are cosmetics, soaps and vitamins. They're generally overpriced and do not sell well, and in many instances a product is purchased with the desire to resell at a profit to a consuming public. When the investor discovers that there aren't any outlets for the sale of the company's product, he's confronted with the alternative of either recruiting other investors in order to recoup his money or suffering the loss of his investment and having a garage full of the product.

One 84-year-old California woman was left with soap products stacked to the ceiling of her home. She realized too late that the people in the organization weren't really interested in selling soap, but in selling memberships.

In at least half the states and in Canada, laws have been passed or are pending that would restrict or prohibit such marketing schemes. But often the companies keep on plying their trade even as the legal battle is waged.

CHECKLIST - Here's a checklist to consult before you get involved with pyramid selling:

1) Don't rush into the signing of a contract or any documents relating to a distributorship promotion. Be wary of pressure for immediate contract closing; reputable firms do not engage in high pressure sales tactics.

2) Find out all you can about the company. Verify all the income representations made. Ask the salesman for names and addresses of other company participants. Get lists of the large retail outlets purportedly selling the product. Personally contact the outlet to discuss the sales supposedly made.

3) Be certain all terms in the contract are not oppressive in their requirement or unfairly weighted in the company's favor. Discuss the terms of the contract with a lawyer before you sign.

4) If the company announces the amount of products sold, find out if this refers to those sold on the retail level or the sales to other participants.

5) If you have complaints about a pyramid selling plan, contact your local or state consumer protection agency.

As-Salaam-Alakium

(Peace be unto you)

When you want your food prepared just right...SHABAZZ FISH & CHIPS will be to your delight!.....The only place in town where you still can have a wholesome & delicious meal for a DOLLAR. Your health is our MAIN CONCERN.

SHABAZZ FISH & CHIPS
2966 35th st. Phone 452—9091

PURR DETANGLER BY GILLETTE DOUBLE ROW OF WIDE TEETH GLIDE THROUGH HAIR $8.88 COMP. $12.95

SCHICK HAIR DRYER EXTRA LARGE HOOD FOR BIGGEST ROLLERS MODEL 317 $15.88 COMP. $22.95

SCHICK MIRROR LOVE LITE COSMETIC MAKE UP MIRROR WITH 4 SETTINGS $15.88 COMP. $22.95

SLICING KNIFE HAMILTON BEACH ELECT. WITH STORAGE TRAY. SLICES SMOOTHLY $11.88 COMP. $18.95

WARING MIXER SIX SPEED MODEL SINGLE KNOB CONTROL AVOCADO OR HARVEST $7.88 COMP. $11.95

WARING BLENDER 14 SPEED SOLID STATE AVOCADO OR HARVEST RECIPE BOOK INCLUDED $15.88 COMP. $24.95

STEAM AND DRY IRON FAMOUS HAMILTON BEACH SELF CLEANING IRON. SINGLE KNOB CONTROL $7.88 COMP. $15.95

CORN POPPER BUTTERCUP BY HAMILTON THERMOSTAT CONTROLLED HEAT 4 QT. CAPACITY $9.88 COMP. $15.95

ELECT. FREEZER FOR ICE CREAM BY CORNWALL. MAKES 4 FULL QUARTS $9.88 COMP. $15.95

ELECTRIC WOK BY CORNWALL ADJUSTABLE HEAT. INSTRUCTION BOOK $22.88 COMP. $32.50

2 LOCATIONS
1301 FLORIN RD. 5450 DEWEY DR.

MOTHER'S DAY GORGEOUS DECORATED CAKE TOPPED WITH FRESH FLOWER VANDA ORCHID CORSAGE FOR MOTHER'S DAY $3.99 8 IN. 4-LAYER LEMON FILLED WHITE CAKE

LEMON PIE BEAUTIFUL MERINGUE TOPPING. 8-IN. SIZE $1.19 EACH

DINNER ROLLS ASSORTED SEED TYPE 3 DOZ. $1.39 PKG.

FRESHLY FROZEN BUFFALO PATTIES $1.38 LB GREAT TASTE TREAT

FRESHLY FROZEN BEEF PATTIES $3.78 4 LB CELLO BAG

OVEN READY GROUND BEEF LOAF 98¢ LB WATER ADDED

FRESH REGULAR GROUND BEEF 88¢ LB FAVORITE FLAVOR

BEL AIR FEATURES A VAR

Happy Mother's Day
Laurel cards YOUR FINEST TRIBUTE ANYTIME

GIANT SIZE CANS SECRET SPRAY DEODORANT 13 OZ SIZE ANTI PERSP. 14 OZ SIZE $1.27 EACH

SENECA BRAND 48 OZ APPLE JUICE 69¢

BANQUET 8 OZ PKG MEAT PIES 4 FOR $1

LIPTON 24 OZ JAR ICE TEA MIX $1.09

DENNISONS WITH BEANS CHILE CARNE 15 OZ CAN 49¢

HOT DOG OR HAMBURGER BEL AIR BUNS 8 FOR 39¢

REGULAR SIZE BAR DIAL BAR SOAP 15¢

CUBED MARGARINE 1 LB ALL SWEET 49¢

PILLSBURY BUSY DAY PKG DINNERS REG. SIZE PKG 3 FOR $1

MJB COFFEE ALL GRINDS 1 LB CAN $1.13
MJB COFFEE ALL GRINDS 2 LB CAN $2.07
BUTTERNUT COFFEE ALL GRINDS 2 LB CAN $1.99
RICH'S COFFEE RICH FROZEN 16 OZ SIZE 29¢
FRUIT NECTAR COCK O THE WALK 46 OZ APRICOT, PEAR, PEACH 3 FOR $1
LEMONADE MINUTE MAID FROZEN REG. OR PINK 6 OZ 16¢
BEL AIR FRESH EGGS GRADE AA EXT. LGE 59¢
BEL AIR FRESH EGGS GRADE AA LARGE 57¢
BEL AIR FRESH EGGS GRADE AA MEDIUM 48¢
BEL AIR BREAD WHITE OR WHEAT FRESH 16 OZ LOAF 31¢
BEL AIR MARGARINE 1-LB. PKG. 43¢
EGGO WAFFLES FROZEN 13 OZ PKG 49¢
KRUSTEAZ PANCAKE MIX 3 1/2 LB $1.15
INSTANT BREAKFAST CARNATION 6 ENV. PKG. 79¢

KINGS MUSHROOMS STEMS AND PIECES 4 OZ 3 FOR $1
VIENNA SAUSAGES LIBBY 5 OZ SIZE 37¢
STUFFED PEPPERS HOLLOWAY HOUSE FROZEN 14 OZ 89¢
MAC & CHEESE FRANCO AMERICAN ELBOW 14¾ OZ. SIZE 25¢
SALAD MACARONI PERFECTION 1 LB PKG 34¢
SALAD DRESSING KRAFT 8 OZ ITALIAN 39¢
SWEET RELISH HEINZ POPULAR 9 3/4 OZ JAR 33¢
OBERTI OLIVES LARGE PITTED RIPE 300 49¢
BARBECUE SAUCE CHRIS & PITTS 14 OZ BOTTLE 39¢
ORCHID ORANGES MANDARIN 11 OZ. SIZE 32¢
PILLSBURY FIGURINES 7 1/2 OZ PKG $1.09
PILLSBURY SWEET 10 6 OZ SIZE 86¢
NABISCO COOKIES CHIPS AHOY 14 1/2 OZ PKG 73¢
NABISCO COOKIES FANCY DIP GRAHAM 11 OZ 59¢

BEAUTIFUL FLOWERS

COLORFUL BLOOMING AZALEAS FOIL WRAP WITH BOW $1.19 4-INCH POT

CYMBIDIUM CORSAGES DOUBLE OR SINGLE BLOOMS GIFT BOXED

TWO GREAT BOOKS

FLOWER & GARDEN CHAPTER 9 VEGETABLES FRUITS NUTS
HOME REPAIR BOOK CHAPTER 9 CREATING STORAGE SPACE
39¢ BINDER FOR CHAPTERS EACH 99¢

• 1919 FRUITRIDGE RD. • 6231 FRUITRIDGE RD. • 1301 FLORIN RD.

SECOND IN A SERIES

Do Mouthwashes & Toothpaste Help Avoid Your Dental Problems?

Misunderstandings about dental health were explored recently by three University of Southern California (USC) dentists.

Dr. Robert Reeves of Pacific Palisades, Dr. Ian Vogan of Studio City, and Dr. Sanford King of Los Angeles (90035), as specialists in periodontics, have a particular interest in the area that includes the gums and bones around the teeth.

Periodontal disease can lead to severe abscesses, loosening, separation, spreading of teeth, and eventual extraction.

Considerable progress has been made in handling periodontal disease, according to Dr. Vogan. "In the past, there was a tendency for the profession to look on periodontal disease as an inevitable accompaniment of aging, but we are finding that this is not so. More and more dentists are becoming aware of early symptoms of various periodontal diseases and, as in almost all disorders, the earlier treatment is started, the better chance of its being successful.

"There's a good deal of misunderstanding about bleeding gums," Dr. Vogan remarked. "There are many people who think that bleeding from the gums is normal when they brush their teeth. This isn't true. Any time there is bleeding from these tissues, there is a problem that requires some kind of treatment. It may be a very slight problem, or it may be like the tip of an iceberg with a problem nine times as great as it appears on the surface."

"Bleeding is the most reliable symptom," Dr. Reeves said, "although it is not always present with periodontal disease. There is really no substitute for a thorough periodontal examination. Even patients with no symptoms sometimes have advanced forms of disease. These are usually patients who have patterned their brushing to avoid a sensitive area."

"This brings up the question of gum massage," Dr. King said, "Is there any value in manipulating gum tissue?"

"I should say that massage helps very little," Dr. King replied. "Its principal apparent benefit is in brushing at the base of the teeth which, coincidentally gets plaque off the teeth."

Plaque, it was explained, is a sticky substance composed principally of micro-organisms that attack the teeth.

"This is probably as much misunderstood by dentists as by anyone else," said Dr. Vogan. "Massage may not be harmful unless the patient has inflamed tissue. However, the good it does is in removal of plaque, not stimulation of gums."

What about the use of vitamin C to prevent bleeding gums?

"There is no evidence to support the theory that bleeding gums are caused by a deficiency of vitamin C," Dr. Reeves stated, "except in a sure case of scurvy, which is unlikely with the amount of fruits and vegetables available in this country. Some systemic problems can cause gum symptoms, but they have nothing to do with lack of vitamin C.

"Our main dietary problem," he continued, "is the great use of fermentable carbohydrates -- particularly sugar -- in the American diet. These definitely stimulate formation of plaque when they come in contact with the teeth, and serve as nutrients for bacteria in the plaque. Hard candies or chewing gum (except sugarless) are particularly bad, because of the length of time the sugar is in the mouth."

CONSUMER HINT

Vocational Schools

Thinking of going to a vocational school? If you are, State Attorney General Evelle J. Younger offers some advice in this week's weekly consumer hint.

Before signing up for a vocational school, it's always a good idea to talk to the personnel office of a large company which hires people in the occupation you are interested in.

Ask whether the field is crowded, if jobs are available after you have finished the course, and what's the average starting salary.

Find out if the company has heard of the school, and if most companies do their own training.

When you talk to school officials insist on the names and addresses of at least three graduates, and the names and addresses of three companies that have hired graduates. Ask them the same questions.

Remember that such schools not only are often expensive, but you can lose valuable time you could have used going to a school that will really help.

REGULAR ...UND EEF 8¢ E FLAVOR
FRESH FLAVORFUL GROUND VEAL $1.38 LB LIGHT AND TENDER
FROZEN THAWED GROUND TURKEY 88¢ LB FAMOUS FLAVOR
FRESH FLAVORFUL GROUND LAMB $1.18 LB RICH FLAVOR
SMOKED FLAVOR GROUND HAM $1.08 LB HEARTY FLAVOR
FRESH LEAN GROUND PORK 78¢ LB SPICY FLAVOR
GROUND PORK COUNTRY SAUSAGE 58¢ LB BREAKFAST TREAT

A VARIETY OF FRESH GROUND MEATS

T 8 OZ PKG T PIES 4 FOR $1
WESTERN FAMILY JAM STRAWBERRY 18 OZ JAR 69¢
200 ASST. FACIAL TISSUE KLEENEX 35¢
USDA CHOICE BEEF CHUCK STEAK LB 88¢
FRESH SHOULDER PORK BUTT LB 68¢
SALAD TOMATOES VINE RIPE FLAVORFUL LB. PKG. 29¢
S WITH BEANS CARNE 49¢
PUDDINGS 4 PACK HUNT SNACK 49¢
DETERGENT DEAL PACK DYNAMO LIQUID 28 OZ SIZE 69¢
CHOICE STANDING BEEF RIB ROAST LB $1.38
WILSON'S CERTIFIED CANNED HAM 4 LB $4.98
ENGLISH SEEDLESS CUCUMBERS EA. 39¢
Y BUSY DAY DINNERS 3 FOR $1
JOHNSTON FROZEN 9 IN APPLE PIES $1.19
PURINA 25 LB PKG DOG CHOW BEEF AND EGG FLAVOR $3.99
FOSTER FARMS TRAY PAK CUT UP FRYER LB 58¢
BEL AIR BRAND 1 LB SLICED BACON LB 88¢
HAAS VARIETY AVOCADOS EA. 39¢
AS AND S 4 OZ 3 FOR $1
LIBBY 5 OZ SIZE 37¢
CALLO CAT FOOD 6 1/2 OUNCE CAN 18¢
STUFFED CABBAGE ROLLS FRESH BEEF WATER ADDED LB $1.08
GREEN TENDER ASPARAGUS LB. 39¢
AY HOUSE EN 14 OZ 89¢
NORTHERN NAPKINS PAPER 160 PK 39¢
STUFFED BELL PEPPERS FRESH BEEF WATER ADDED LB $1.08
AMERICAN 4 OZ. SIZE 25¢
GLORY SPRAY FOAM 24 OZ RUG CLEANER $1.69
STUFFED GAME HENS DRESSING FILLED WATER ADDED LB $1.08
ERFECTION .1 LB PKG 34¢
LIQUID PLUMMER HOUSEHOLD HALF GALLON $1.49
STUFFED PORK CHOPS DRESSING FILLED WATER ADDED LB $1.38
LARGE MEATY SIZE ARTICHOKES 5 FOR 99¢
COLGATE TOOTHPASTE WITH MET 7 OZ TUBE 69¢
SALISBURY STEAK FRESH BEEF WATER ADDED LB $1.08
RAFT 8 OZ ITALIAN 39¢
COLGATE POWDER FOR DENTURES 4 OUNCE SIZE 63¢
READY MEAT BALLS FRESH BEEF WATER ADDED LB $1.08
NUTRITIOUS ALFALFA SPROUTS PKG. 29¢
Z POPULAR /4 OZ JAR 33¢
BABY POWDER JOHNSON & JOHNSON 14 OUNCE SIZE 87¢
COMBO MEAT LOAF BEEF PORK VEAL LB $1.08
RGE PITTED ...RIPE 300 49¢
WALDORF SHAMPOO 16 OUNCE BOTTLE 47¢
SWIFT HAM PATTIES SWIFT BRAND 21 OZ $1.48
RIS & PITTS OZ BOTTLE 39¢
JERGENS LOTION SOFTENS HANDS 6.5 OZ SIZE 60¢
BUTTERFISH FILLETS FRESH FLAVORFUL FISH LB 69¢
LARGE GOURMET SIZE MUSHROOMS LB. 88¢
MANDARIN 11 OZ. SIZE 32¢
FOAMY SHAVE CREAM LIME MINT REG. 11 OZ 92¢
SLICED BOLOGNA OSCAR MAYER MEAT OR BEEF 8 OZ PKG 69¢
7 1/2 OZ PKG $1.09
RIGHT GUARD SPRAY DEODORANT 7 OZ SIZE 97¢
COTTO SALAMI OSCAR MAYER 8 OZ PKG 79¢
SWEET VINE RIPENED CANTALOUPES 3 FOR 99¢
6 OZ SIZE 86¢
Q TIP DOUBLE SWABS PACKAGE OF 88 44¢
VARIETY CHUBS MADE RITE 13 OZ PKG 99¢
HIPS AHOY /2 OZ PKG 73¢
ALKA SELTZER PLUS PACKAGE OF 40 $1.07
LUNCHEON MEATS BEL AIR 12 OZ PKG 98¢
FANCY DIP HAM 11-OZ 59¢
VICKS SINEX SPRAY NASAL 1/2 OUNCE 87¢
AMERICAN CHEESE KRAFT PROCESS FOOD SGL WRAP 8 OZ 79¢
ZESTY YELLOW ONIONS 3 LBS. 39¢

OKS
GARDEN
LES FRUITS NUTS
AIR BOOK
STORAGE SPACE
BINDER FOR CHAPTERS EACH 99¢

FINE WINE & LIQUOR
WHISKEY 80 PF QUART BEL AIR BLEND $4.38
IMPORT 86 PF FIFTH BEL AIR SCOTCH $4.47
FILTERED 80 PF QUART BEL AIR VODKA $3.88
LONDON 80 PF QUART BEL AIR DRY GIN $3.88
LONDON 86 PF HALF GAL GILBEY DRY GIN $9.99
WHISKEY 86 PF HALF GAL TEN HIGH 4 YEAR STRAIGHT $9.98
WHISKEY 86 PF ST. EARLY TIMES HALF GAL $11.98
ITALIAN SWISS HALF GAL WINES • GRENACHE ROSE • RHINESELLAR • CHIANTI $2.09
WINE HALF GALLON GALLO SPANADA $1.99
PREMIUM BEER 12 OZ CAN GOLDEN BREW 6 PAK 99¢

GRAND DELICATESSEN
• 6251 FRUITRIDGE RD. 4320 ARDEN WAY
• 1301 FLORIN ROAD • 5450 DEWEY DRIVE
ITALIAN STYLE BONELESS PROSCUITTO ¼ LB 99¢
LEAN FULLY COOKED ROAST BEEF ¼ LB 69¢
LOUIE RICH TURKEY PASTRAMI ½ LB $1.09
WISCONSIN CHEDDAR SHARP CHEESE ½ LB 89¢
LEAN BOTTOM ROUND PASTRAMI ¼ LB 89¢
IMPORTED GERMAN SWISS CHEESE ½ LB 89¢

BEL AIR SUPER DISCOUNT SUPER MARKETS
The Stores That Care
ADVERTISED FEATURES EFFECTIVE THRU MAY 14

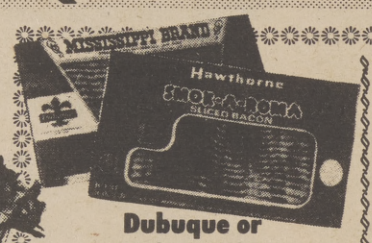
1301 FLORIN RD. • 4320 ARDEN WAY • 5450 DEWEY DRIVE • 5840 SANTA FE WAY • 8101 SUNSET AVE.

Much more flavor
and it's made in Sacramento

the richer, redder tomato juice from the Heart of California
SACRAMENTO FOODS DIVISION OF BORDEN, INC.

CHICKEN KING
Family size
Single orders
Bucket-o-chicken
Fish and Prawns
3449 RIO LINDA BLVD
AT NOGALES IN DEL PASO HEIGHTS
TAKE HOME
PROBABLY THE BEST FOOD AROUND
PHONE 922-5761

IT'S TOP QUALITY..IT'S FROM SAFEWAY



Dubuque or Smok-A-Roma
Sliced Bacon
1-lb. Pkg. **79c**

Serving Suggestion

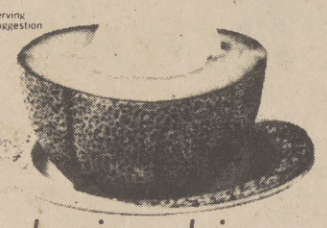
Beef Patty Mix
Beef Plus Brand TM Reg.
Any size package, Lb. **69c**

Armour
Stewing Chickens
2½-3½ Lb. size Lb. **35c**

Safeway or Dubuque
Canned Ham
4 $4.98 -lb. Can

Shoulder Steak	Beef Chuck	Lb.	$1.59	Chicken	Fried, Swanson, Heat and Serve	2-lb. Box	$2.99
Arm Picnic	Fresh Pork Shoulder Roast	Lb.	66c	Ham Slices	Oscar Mayer	8-oz. Pkg.	$1.59
Tip Roast	Round USDA Choice	Lb.	$1.69	Bologna	Oscar Mayer – All-Meat or Beef	8-oz. Pkg.	74c
Top Round Steak	USDA Choice	Lb.	$1.69	Smokie Links	Oscar Mayer	12-oz. Pkg.	$1.29
Rib Steak	Beef small end	Lb.	$1.89	Sliced Salami	Oscar Mayer, Beef or Cotto	8-oz. Pkg.	89c

Turkey Roasts	Hind-quarter	Lb.	59c	Cooked Shrimp	Trophy Brand	8-oz. Pkg.	$1.09
Turkey Breast	Tender Meat	Lb.	$1.29	Sliced Bacon	Safeway Brand	1-lb. Pkg.	99c
Sausage	Pork Links or Patties – Safeway	12-oz. Pkg.	99c	Veal Steaks	Manor House	14-oz. Pkg.	$1.49
Quarter Pork Loin	Sliced	Lb.	$1.19	Super Dogs	Allan Brand	1-lb. Pkg.	$1.09
Perch Fillets		1-Lb. Pkg.	$1.09	Liver Sausage	Safeway Chunk	Lb.	89c



Serving Suggestion

Luscious, Juicy
CANTALOUPE
Full of Sweet Flavor **3 for $1**

The Freshest Produce Comes From Safeway!

Peanuts	Roasted or Salted in Shell	2-lb. Bag	$1.15
Zucchini	Italian Squash	lb.	39c
Violets	African-in 4"-Pots	Each	99c

More Fine Produce

Mushrooms	Shady Oak Brand	Pound	79c
Oranges	Valencia	5-lb. Bag	79c
Prunes	Gardenside – Breakfast	2-lb. Bag	$1.27
Noodles	Fresh – Chinese or Japanese Style	16-oz. Pkg.	47c

Check These Garden Buys

Snail Pellets	or Slugs	2½-lb. Box	69c
Lawn Food	Safeway Brand	24-lb. Bag	$3.49
Compost	Garden	2 Cubic Ft. Bag	$1.49
Potting Soil	Vita Bark	1-Cubic Ft. Bag	$1.79

It's Barbecuing Time Again!

Pork Spareribs Lean, meaty, pork, Lb. **89c**
Chuck Blade Steak Chuck, USDA Choice Lb. **98c**
Ribeye Steak USDA Choice Lb. **$2.19**
Skinless Wieners Safeway Brand, 1-lb. Pkg. **89c**

Charcoal Briquets	Trophy Brand	10-lb. Bag	79c	Soy Sauce	Kikkoman Adds flavor	10-oz. Bottle	58c
Charcoal Lighter	Ozark Fluid	16-oz. Can	33c	Alum. Foil	Kitchen Craft	12"x25' Roll	29c
Briquets	Ozark, Charcoal slow burning	20-lb. Bag	$1.95	Garlic Salt	Crown Colony	16-oz. Jar	85c
Barbecue Sauce	Heinz – Asstd.	16-oz. Jar	54c	Tenderizer	For Meat Crown Colony	3.5-oz. Jar	46c
Nalley's Mustard		34-oz. Jar	49c	BBQ Seasoning	Crown Colony	1.75-oz. Jar	53c

Frozen Food Favorites

ORANGE JUICE
Scotch Treat, 100% Pure, From Florida
5 6-oz. Cans $1

Deluxe Pizza	Celeste Pepperoni	21-oz. Pkg.	$1.89	Cool Whip	BirdsEye Swiggle	6-oz. Carton	58c
Orange Juice	Scotch Treat	12-oz. Can	39c	Broccoli	Green Giant – in cheese sauce	10-oz. Pkg.	47c
Cauliflower	Green Giant – in cheese sauce	10-oz. Pkg.	47c	LeSeur Peas	Green Giant – in butter sauce	10-oz. Pkg.	47c
Limeade	Bel-air – Premium Quality	6-oz. Can	16c				

Fresh Instore Bake Shop

Mother's Day Cakes
Decorated Heart Shaped, Single Layer, EACH **$1.99**
(Available only in stores with Bake Shops)

Health & Beauty Aids

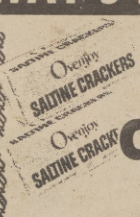
Panty Hose
Safeway Very Sheer PAIR **98c**

Aspirins	Safeway Brand, Full strength	Bottle of 200	35c	Creme Rinse	Truly Fine – a family must	16-oz. Bottle	69c
Shampoo	Truly Fine – For the whole family	8-oz. Bottle	48c	Toothbrush	Safeway Deluxe	Each	35c
Toothpaste	Safeway Mint or Flouride	7-oz. Tube	54c	Hair Spray	Truly Fine – Aerosol	13-oz. Can	66c
Mouthwash	Safeway Brand – Sweetens breath	16-oz. Bottle	45c	Vitamin C	Safeway Brand, 250 MG	Bottle of 100	69c

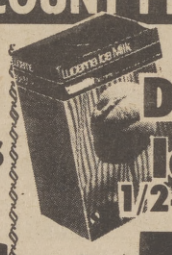
SAVE EVERY DAY WITH SAFEWAY'S LOW DISCOUNT PRICES

Grade AA **Medium EGGS** Doz. Ctn.
Cream O' the Crop (Large 57c Ex. Lg. 60c) **46c**

Golden Grain **Instant Stir-N-Serve** 3-oz. Pkg.
Macaroni and cheese **22c**



Ovenjoy **Saltine Crackers** 1-lb. Box
SUPER SAVER **37c**



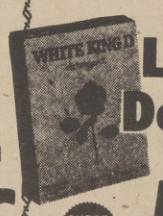
Lucerne **Delicious Ice Milk** ½-Gal. Carton
SUPER SAVER **78c**

Skim Milk	Lucerne – Non-fat	½-Gal. Ctn.	61c	Margarine	Blue Bonnet	1-lb. Pkg.	49c
Whipping Cream	Lucerne	½-Pint Ctn.	42c	Safeway Coffee		2 lb. Bag	$1.91
Sour Cream	Lucerne – cultured	Pint Ctn.	64c	Chunky Soup	Campbell's Minestrone	19-oz. Can	37c
Cole Slaw	Lucerne – Potato or Macaroni Salad	16-oz. Ctn.	49c	Prune Juice	Town House	32-oz. Bottle	59c
Chunk Tuna	Chicken of the Sea	9-oz. Can	79c	Kimbies Diapers	New-born	Pkg. of 30	$1.63
Spoon Candy	Jell-O Asst. Flavors	4-oz. Pkg.	39c	Paper Plates	Brocade 9-Inch	Pkg. of 100	89c
Hi-C Drink	Orange, Grape or Florida Punch	12-oz. Can	15c	Plastic Decanter	pitcher	72-oz. Size	67c
Kimbies Diapers	Day-Time,	Box of 15	$1.09	Purex Bleach	Liquid Chlorine	½-Gal. Bottle	42c

Coronet, Studio Print
Facial Tissue Box of 200
SUPER SAVER **37c**

Studio Print
Coronet Towels Roll of 125
SUPER SAVER **39c**

Skippy Brand **Dog Food** 15-oz. Can
SUPER SAVER
Liver, Reg. or Chicken (Dog & Cat Food 26-oz. 25c) **15c**



White King D **Laundry Detergent** 49-oz. Box
SUPER SAVER **59c**

Toastem Pop-Ups	Assorted 10-oz. Pkg.		52c	Baking Mix	Jiffy Brand	40-oz. Box	65c
Low-Fat Yogurt	Lucerne	½ Pint	28c	Chunk Tuna	Chicken of the Sea, light	6-oz. Can	55c
Glad Wrap	Textured, handy	100-ft. Roll	38c	Solid Tuna	Chicken of the Sea	7-oz. Can	63c
Juice	Treesweet Pink Grapefruit	6 6-oz. Cans	75c	Handi-Wrap	So many household uses	100-Ft. Roll	39c
Cat Food	Kitty Queen – Kidney and Chicken, or Meaty Treat	6-oz. Can	25c	Potato Bread	Mrs. Wright's	2 24-oz. Loaves	79c
Chopped Kidney	Kitty Queen (Liver 33c)	6-oz. Can	38c	Bag 'N' Season	Shillings	1-oz. Pkg.	42c
Glad Bags	Sandwich Handy	Pkg. of 150	69c	Pepperoni Pizza	Chef Boy-Ar-Dee	16-oz. Pkg.	97c
Liv-A-Snaps	Special treats for dogs	6-oz. Pkg.	39c	Cat Food	Kal Kan, Tuna & Chicken	6½-oz. Can	23c

Prices effective thru Sat., May 11 in SACRAMENTO

SAFEWAY

No Sales to Dealers or for Resale

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Safeway Gladly Accepts **USDA FOOD STAMPS** Where authorized

For Fresh Corn Eating Time

Foil Roasting Bag	Each 45c
Corn Skewers	Each 36c
Dish & Skewer Set	Each 69c

Pack A Chicken Picnic

Tantalizing Chicken Picnic with all the fixin's.

Do all summer picnics have that hamburger-and-hot dog sameness? Then soar out of that routine with a sweet barbecued chicken feast that's adaptable to backyard or park.

Even the cook can join the free for all with night-before planning and a menu of Picnic Chicken, Corn Meal Crescents and Outdoor Oatmeal Cookies.

There will be time to throw that Frisbee, toss that baseball and push the swings until the kids touch the tree tops. Yet, when hunger strikes, the food will be ready to pick up and eat - literally. Fingers become the proper utensils for this no mess, paper plate meal.

If Picnic Chicken is barbecued the night before, it should be refrigerated overnight and transferred to an ice chest when ready to take outdoors. Then it's reheated in aluminum foil over hot coals. If it's to be prepared on the spot, it should be wrapped tightly and tucked in the ice chest along with butter and beverages.

A mighty good sauce tops the chicken. The sticky-licky goodness of maple-blended syrup permeates the tomato richness - and makes napkins a must. Wouldn't pre-moistened towelettes be a nice luxury?

Corn Meal Crescents bake ahead of time and reheat on the grill in foil. Butter will melt right into these porous, light morsels, flavor-boosted by enriched corn meal.

Round out picnic fare with Outdoor Oatmeal Cookies, crisp and tasty from quick or old fashioned oats. If the children can't sit still for dessert, send them off with a cookie in each hand and a smile on each face.

PICNIC CHICKEN
(Makes 8 servings)

SAUCE:
1 cup maple-blended syrup
1/2 cup catsup
1 8-oz. can tomato sauce
1/4 cup lemon juice
1/4 cup chili sauce
2 garlic cloves, minced
2 teaspoons dry mustard
1 teaspoon salt
1/4 teaspoon pepper
1/4 teaspoon liquid red pepper seasoning
Dash cayenne
Two 2-1/2 lb. frying chickens, cut in quarters

For sauce, combine all ingredients in medium-sized saucepan. Bring to a boil; reduce heat and simmer about 15 minutes.

To barbecue chicken in oven, arrange chicken, skin side down on cooling rack in large shallow baking pan. Place in preheated very hot oven, 450 degrees, until lightly browned, about 30 minutes. Reduce oven heat to moderate, 350 degrees, and bake about 45 minutes or until done, turning and basting every 15 minutes. To test for doneness, piece should be fork tender.

To barbecue chicken on grill, place chicken quarters, skin side up, on grate set 6 to 8 inches from coals. Cook turning frequently until pieces are fork tender, about 45 to 55 minutes. Baste chicken with barbecue sauce during the last 15 minutes of cooking time.

CORN MEAL CRESCENTS
1/4 cup sugar
1 teaspoon salt
1/4 cup vegetable oil
1-1/2 cups hot water
3-1/2 to 4 cups sifted flour
2/3 cup enriched corn meal
1 pkg. dry yeast

Combine sugar and salt in large bowl. Add vegetable oil, water, 1 cup flour and corn meal; beat 2 minutes. Add 1 cup additional flour and yeast; beat 1 minute. Stir in enough additional flour to make soft dough.

Turn out on well floured board or canvas. Knead until smooth and elastic about 5 to 10 minutes. Divide dough in half; roll each half on lightly floured board or canvas to form 12-inch circles. Brush with melted butter or margarine. Cut each circle into 8 wedges. Roll each wedge up, beginning at rounded edge. Place rolls with point underneath on greased cookie sheet; curve slightly.

Cover; let rise in warm place about 1 hour or until double in size. Bake in preheated oven 400 degrees, about 10 to 12 minutes or until golden brown. Remove from cookie sheet; brush with melted butter or margarine.

OUTDOOR OATMEAL COOKIES
Makes 2-1/2 dozen cookies
1/3 cup butter or margarine
1/2 cup firmly packed brown sugar
1/2 cup granulated sugar
1 egg
1/4 cup milk
1 teaspoon vanilla
1-1/2 cups sifted flour
1/2 teaspoon salt
1/2 teaspoon baking powder
1 cup quick or old fashioned oats, uncooked

Heat oven to moderate, 375 degrees. Soften butter; beat together softened butter and sugars. Blend in egg, milk and vanilla. Sift together flour, salt and baking powder; gradually add to creamed mixture; stirring until well blended. Stir in oats. Drop by tablespoonfuls, spacing about 2 inches apart, onto greased cookie sheet. Bake in preheated oven, 375 degrees, 10 to 12 minutes; cool.

Fat In Sausage

In his weekly consumer hint, State Attorney General Evelle J. Younger says that if you are attempting to limit the amount of fat in your diet, you should remember that sausage has a large amount of fat.

Federal law allows beef sausage to have 30 per cent fat; for pork sausage and breakfast sausage, the government allows 50 per cent fat.

California cannot change these requirements, he emphasized. Federal law allows hot dogs to have 30 per cent fat, and Michigan attempted a State regulation which would reduce the amount of fat, but the court said the State could not do so.

SPECIAL
EVERYDAY
ALL DAY
SUN | MON | TUE | WED | THU | FRI | SAT
2-PIECES CHICKEN
MASHED POTATOES
& GRAVY
ROLL
COBBETTE
Corn-on-the-Cob)
99¢
3119 BROADWAY

Lucky
DISCOUNT SUPERMARKETS
WE DISCOUNT EVERYTHING *Except* QUALITY, COURTESY, SERVICE

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Prices are Discounted and Single Item Priced Except on Fair Traded and Government Controlled Items.

GUARANTEE OF GOOD EATING!

PRICES EFFECTIVE WEDNESDAY, MAY 8th THRU TUESDAY, MAY 14, 1974

EVERY ITEM AT LUCKY IS GUARANTEED TO SATISFY . . . AT LOW EVERYDAY DISCOUNT PRICES

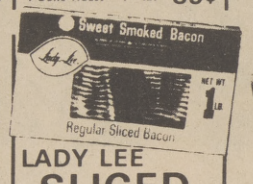
FRESH FRYERS USDA Grade A Whole Body
. . lb. **41¢**
Cut-Up . . . lb. 47¢

BEEF CHUCK Blade Roast
. . lb. **78¢**
7-Bone Roast . lb. 89¢

GROUND BEEF
. . lb. **89¢**

BEEF ROUND STEAK Full Cut, Bone In
. . lb. **1.09**

BEEF LOIN SIRLOIN STEAKS
. . lb. **1.79**



LADY LEE SLICED BACON
1 lb. pkg. **75¢**
Thick,. . 2 lb. pkg. 1.49

SMOKED HAM Sugar Cured, Fully Cooked Shank Half
. . lb. **79¢**
Butt Portion . . lb. 89¢

FROZEN TURKEYS Young, USDA Grade A
(approx. 10-14 lb.) lb. **55¢**
(approx. 16-22 lb.) lb. **49¢**

Beef Round Tip Steaks	lb. 1.59	Beef Blend A blend of beef and hydrated soy protein concentrate	lb. 69¢
Beef Chuck Steaks	lb. 99¢	Sliced Bacon RATH Hickory Smoked or Maple	1 lb. pkg. 93¢
Beef Rib Steaks	lb. 1.79	Smoked Ham Old Plantation, Fully cooked, water added, Boneless	lb. 1.69
Beef Loin T-Bone Steaks	lb. 1.89	Corned Beef Shenson's Boneless Brisket, for oven roasting, old fashioned cure	lb. 1.33
Beef Loin Porterhouse Steak	lb. 1.99	Pork Loin Sirloin Roast 3½ to 4 lb., Finest Eastern	lb. 89¢
Beef Chuck Cross Rib Roast	lb. 1.39	Pork Sausage Links Fresh	lb. 99¢
Beef Rib Roast Large End	lb. 1.39		

YOUNG TURKEYS HARVEST DAY Self Basting
USDA Grade A - (approx. 10-22 lb.) . . . . lb. **59¢**

YOUNG TURKEYS SWIFT BUTTERBALL Deep Basted
USDA Grade A - (approx. 10-22 lb.) . . . . lb. **66¢**

VASELINE INTENSIVE CARE BATH BEADS 18 oz. Pkg. **89¢**

BUFFERIN 165 ct. Bottle **1.79**

MICRIN PLUS MOUTHWASH 32 oz. Bottle **1.09** 18 oz. Bottle **79¢**

VASELINE INTENSIVE CARE LOTION 15 oz. Bottle **1.27**

VITALIS DRY 3 Mens Hair Spray 8 oz. Can **1.12**

MELITTA COFFEEMAKER 6 Cup. Heatproof corning glass server with clear plastic filter top. With filter papers EACH **3.29**

BETTER BUDGET PANTY HOSE Micro Mesh Sun Beige or Spice. Sizes A or B. PAIR **79¢**
Knee Hi-Sheer Nylon, one size Key Buy . . . . . 49¢

LENITA PANTY HOSE
Sheer Nude Cinnamon, Coffee or Beige. PAIR **97¢**
Control Top Sun Beige or Spice. Petite, Medium or Tall. PAIR **1.78**

WROUGHT IRON TABLES EACH **2.97**

BIG BOY B.B.Q. #2420 EACH **7.99**

BUNDT PAN Nordicware, 12 cup. Aluminum jumbo fluted mold. Teflon interior. A bake and salad mold. . . . . Each **2.88**

COFFEE MUG Genuine Stoneware. Tulip-soda shape. Stoneglaze exterior with sherbet colored interiors. 12 oz. **84¢**

ROUND 19" PATIO TABLE EACH **1.68**

TEXSUN GRAPEFRUIT JUICE PINK	46 oz. Can **49¢**
BARBECUE SAUCE CHRIS & PITTS Mild	14 oz. Bottle **39¢**
FROZEN ORANGE JUICE FLAV-R-PAC "The Real Thing" (12 oz. can 43¢)	6 oz. Can **22¢**
RICE-A-RONI MIXES GOLDEN GRAIN Chicken, Beef 8 oz., or Spanish Flavor 7½ oz.	Reg. Pkg. **36¢**
DOG & CAT FOOD SKIPPY Regular, Chicken or Liver Flavor	15 oz. Can **15¢**
LADY LEE SALAD OIL All Purpose	24 oz. Plastic **79¢**
CHARCOAL BRIQUETS LADY LEE	10 lb. Bag **79¢**
FARMLAND CANNED HAM	5 lb. Can **5.89**

BANANAS Fancy Large Golden Ripe LB. **13¢**

REMEMBER "MOTHER'S DAY" . . . . Select from a fine assortment of flowering or foliage plants . . . all at Daily Discount Prices.

AVOCADOS California Grown Each **39¢**
POTATOES Calif. White Rose, U. S. #1 Size A LB. **15¢**
ORANGES Valencias 5 LB. BAG **69¢**
RHUBARB Crimson Variety LB. **19¢**

LAUNDRY AIDS

Lady Lee Detergent	No Enzymes	84 oz. pkg. 1.05
Liquid Detergent	Ivory	32 oz. plastic 87¢
Lady Lee Bleach		gallon plastic 41¢
Fabric Softener	DOWNY	64 oz. plastic 1.59

COFFEE & TEA

MJB COFFEE Regular, Electric Perk or Drip Fine Grind . . . . . 2 lb. can **2.07**
(Regular or Electric Perk Grind 3 lb. can 2.99)
(Regular Grind 1 lb. can 1.13)

Harvest Day Coffee	Regular or Electric Perk Grind	(3 lb. can - 2.89) (1 lb. can - 99¢) 2 lb. can 1.97
Instant Coffee	HARVEST DAY	10 oz. jar 1.39
Swiss Miss Cocoa	Instant	14 oz. pkg. 95¢
MJB Instant Coffee		10 oz. jar 1.31
Lipton Tea Bags		pkg of 100 1.19

CONDIMENTS & PRESERVES

Lady Lee Catsup		32 oz. bottle 55¢
Morehouse Mustard	24 oz. jar	38¢
Early California Pickles	Farmstyle Chips - Fresh Pack	46 oz. jar 87¢
Strawberry Jam	MARY ELLEN'S	18 oz. jar 84¢
Lady Lee Mayonnaise		32 oz. jar 93¢
Maple Blend Syrup	GOLDEN GRIDDLE	24 oz. plastic 76¢
Jif Peanut Butter	Creamy or Crunchy	18 oz. jar 75¢

DAIRY PRODUCTS

Lady Lee Eggs	GRADE AA DOZEN CARTON	Extra Large: 59¢ Large: 54¢ Medium: 47¢
Imitation Ice Cream	MIMIC Assorted Flavors	½ gal. ctn. 77¢
Cheese Food Spread	LADY LEE Pasteurized Processed	32 oz. pkg. 1.49
Orange Juice	TREESWEET	32 oz. bottle 47¢

DELICATESSEN

Bologna Meat or Beef	OSCAR MAYER - Sliced	12 oz. pkg. 99¢
Wieners	OSCAR MAYER Meat or Beef	1 lb. pkg. 1.14
Luncheon Meat	OSCAR MAYER - Sliced Variety Pack - Round	12 oz. pkg. 1.35
Bologna Meat or Beef	OSCAR MAYER - Sliced	8 oz. pkg. 69¢
American Cheese	KRAFT - Sliced Single Wrapped	3 lb. pkg. 4.49
Allan's Super Dogs		1 lb. pkg. 99¢
Pillsbury Wiener Wrap	Plain or Cheese	4 oz. pkg. 19¢

BREAD-CEREAL-FLOUR

Harvest Day Bread	White or Wheat Regular or Sandwich	16 oz. loaf 31¢
Raisin Bread	HARVEST DAY	16 oz. loaf 49¢
Harvest Day Bread	100% Whole Wheat	16 oz. loaf 39¢
Lady Lee Flour	All Purpose	5 lb. bag 79¢
M.J.B. Rice Mixes	Chicken, Beef or New Orleans Style	6 oz. pkg. 35¢
Sugar Frosted Flakes Cereal	KELLOGG'S	15 oz. pkg. 62¢

OTHER ITEMS

Calo Cat Food	Chicken Parts, Chicken and Liver Parts, Kidney & Chicken or Tasty Beef	6½ oz. can 18¢
Trash Can Liners	LADY LEE - 32 gallon	pkg. of 8 59¢
Aluminum Foil	LADY LEE - 18" Heavy Duty	25 ft. roll 56¢
Ice Cream Cups	SCOOPY'S	pkg. of 24 45¢
Bertolli Olive Oil	Imported	24 oz. can 2.19
Schilling Garlic Salt		6½ oz. bottle 49¢
Nalley's Chili Con Carne	With Beans	15 oz. can 53¢

FROZEN FOODS

Banquet Meat Pies	Beef, Chicken or Turkey	8 oz. pkg. 28¢
Birds Eye Cool Whip		9 oz. plastic 63¢
Large Cooked Shrimp	BRILLIANT	13 oz. pkg. 3.65
Fish N' Chips	GORTON'S English Style	32 oz. pkg. 1.85
C & W Frozen Vegetables	(Chinese Pea Pod 7 oz. 47¢) Italian Style or Vegetable Monterey 10 oz.	pkg. 41¢

FRUITS & VEGETABLES

Pork & Beans	VAN CAMP'S	31 oz. can 57¢
Harvest Day Sweet Peas		17 oz. can 25¢
Lady Lee Spinach	Fancy	15 oz. can 23¢
Tomato Juice	LADY LEE - 5½ oz. can	pkg. of 6 49¢
Harvest Day Applesauce		16 oz. can 25¢
Fruit Cocktail	DEL MONTE	17 oz. can 34¢
Bartlett Pear Halves	HARVEST DAY	29 oz. can 51¢
Cut Green Beans	DEL MONTE	16 oz. can 28¢

BEVERAGES

— ALL STORES WITH IN-STORE LIQUOR DEPARTMENTS ONLY —

Lucky Vodka	80 Proof —	5th 3.09 Qt. 3.79 ½ Gal. 7.55
Italian Swiss Colony Wines	Grenache Rose, Rhineskellar or Chianti of California	½ gallon 2.09
Straight Whiskey	ANCIENT AGE 86 Proof	½ Gallon 10.98
Seagrams 7 Crown	Blended Whiskey 86 Proof —	5th 4.99
Gallo Wines	Burgundy, Sauterne or Pink Chablis	½ Gallon 2.49

Lucky DISCOUNT SUPERMARKETS — WE DISCOUNT EVERYTHING *Except* QUALITY, COURTESY, SERVICE

6431 Fair Oaks Blvd. Carmichael
4794 Manzanita Ave. Carmichael
7919 Auburn Blvd. Citrus Hights
106601 Folsom Blvd. Rancho Cordova
2501 Fair Oaks Blvd. Sacramento
2441 Northgate Blvd. Sacramento
150 Harrison St. Auburn
1900 Anderson St. Davis
323 E. Bidwell St. Folsom
2700 Marconi Ave. Sacramento
5445 Auburn Blvd. Sacramento
5600 Folsom Blvd. Sacramento
9105 Kiefer Blvd. Sacramento
2157 Pillsbury Rd. Chico
La Riveria & Watt Sacramento
5937 Watt Ave. No. Highlands
4315 Arden Way Sacramento
4408 Del Rio Rd. Sacramento
110 Broadway Placerville
4150 Florin Rd. Sacramento
6008 - 44th St. Sacramento
828 'J' St. Marysville
2211 'F' St. Sacramento
4830 'J' St. Sacramento
Sunrise Mall Citrus Heights
700 Gray Ave. Yuba City
West & Court Woodland
100 River Rd. Tahoe City
At Tahoe Blvd. at Highway 50 So. Lake Tahoe

Lucky DISCOUNT SUPERMARKETS — WE DISCOUNT EVERYTHING *Except* QUALITY, COURTESY, SERVICE

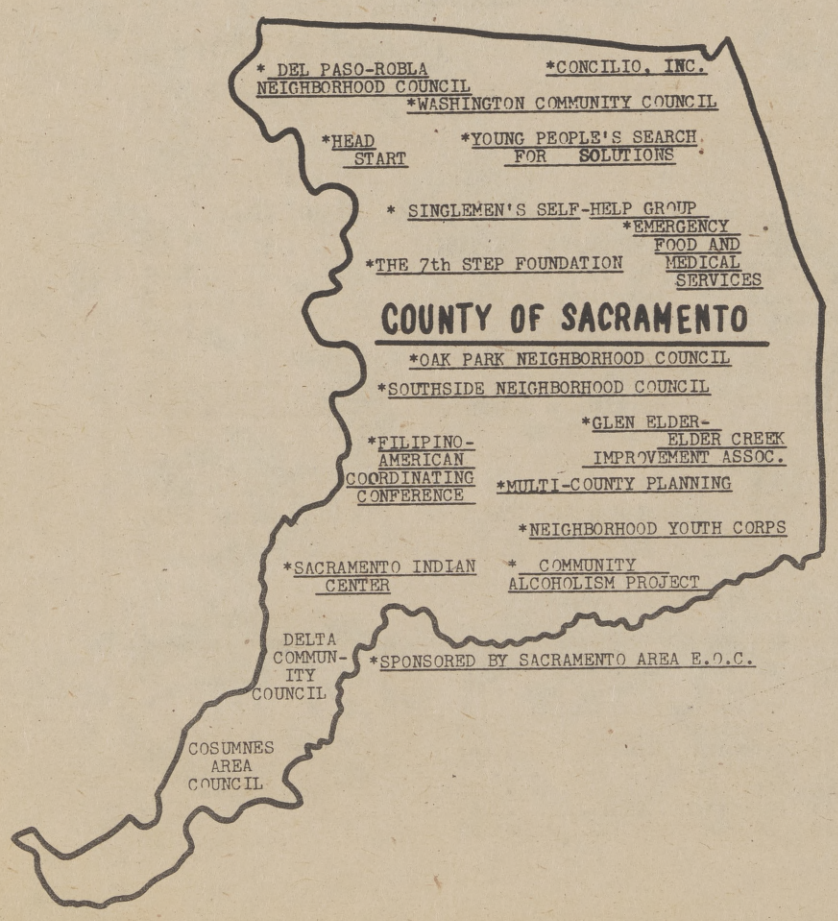
SAEOC SCENE

SACRAMENTO AREA ECONOMIC OPPORTUNITY COUNCIL

JOHN W. ROBINSON
Executive Director

MICKIE REINALDO
Public Information Officer

"Community Action Now... SAEOC More Than Ever!"



Poverty Plagues Area

Sacramento County is infested with poverty and, as the disease spreads, thousands of local low income people fight a day-to-day struggle for existence.

But poverty is more than a disease; it is a plague which, if not controlled, can destroy an entire community.

Anyone and everyone can be stricken with the plague, but most of those afflicted were born into poverty and many will die under poverty conditions.

One decade ago in 1964, Congress developed an antibiotic called the "Office of Economic Opportunity (OEO)" and less than three years later, a serum called the "Sacramento Area Economic Opportunity Council (SAEOC)" was discovered and utilized to control the poverty infection locally.

SAEOC has not and will not eliminate poverty in Sacramento County because, before an absolute cure can be found, a miracle drug will have to be developed. SAEOC was not designed to eliminate poverty.

Every "service" program faces criticism and SAEOC is no exception. Critics are often so involved in the condemnation of "SAEOC-type" programs, however, they fail to recognize the innumerable accomplishments and activities of these programs.

SAEOC is a "people" program...for, by, and with the people of Sacramento County. As long as the disease of poverty threatens this community and the people in it, there will remain a need for SAEOC services.

The disease of poverty is a plague in this county and thousands of people are fighting for survival, but SAEOC joins arms in the battle, using weapons of education, skill training, information, referrals, counseling, emergency services nutrition, health care facilities, and a word of hope and encouragement.

SAEOC EXECUTIVE BOARD MEETING

The Sacramento Area Economic Opportunity Council (SAEOC) Executive Board will meet Wednesday, May 15, 1974, 7:30 p.m. at the County Board of Supervisors Chambers, 827-7th Street, Room 427, Sacramento.

The public is invited to attend all SAEOC regular Board meetings. For further information, call the SAEOC office, 422-3820.

Beef Prices Down at Raley's

SUPER LOW PRICE

ROUND STEAK
BONELESS

FULL CUT-MIDWEST CORNFED STEAKHOUSE

lb. 1.19

SUPER LOW PRICE

STANDING RIB

CENTERCUT ROAST, MIDWEST CORNFED STEAKHOUSE BEEF.

lb. 1.49

SUPER LOW PRICE

BONELESS RUMP

ROAST—MIDWEST, CORNFED STEAKHOUSE BEEF. EXCEPTIONAL FLAVOR AND TENDERNESS..

lb. 1.29

SUPER LOW PRICE

TOP ROUND STEAK

TOP ROUND, MIDWEST, CORNFED, STEAKHOUSE BEEF. TRIMMED FREE OF EXCESS FAT AND BONE.

lb. 1.49

Raley's
SUPER LOW PRICES

PRICES GOOD THRU MAY 14TH
(Limit Rights Reserved)

- 400 El Camino Ave.
- 8391 Folsom Blvd.
- 1700 Capitol Ave.
- 4850 Freeport Blvd.
- 14th Ave. & 60th St.
- Watt and Whitney
- San Juan & Sunset
- 10385 Folsom Blvd.
- Madison and Manzanita
- Madison and Hazel
- Placerville
- El Dorado Hills

And Here's Proof! Check and Compare Our Super Low Everyday Prices which have been reduced to reflect our lower wholesale costs. Plus Save Even More With Our "Super Buys". All Midwest Cornfed Beef . . . It has More Flavor!

Everyday Low Prices		Jan '74	Today
Boneless Chuck Roast	lb.	1.59	1.39
Blade Chuck Steak	lb.	1.35	99¢
Cross Rib Beef Roast	lb.	1.69	1.49
Barbecue Steaks	lb.	1.79	1.69
Neck Cut Pot Roast	lb.	1.29	98¢
Regular Short Ribs	lb.	99¢	89¢
Lean Short Ribs	lb.	1.39	1.19
Barbecue Short Ribs	lb.	1.39	1.19
Boneless Stew Beef	lb.	1.59	1.49
Beef Shanks	lb.	1.09	99¢
Center Cut Rib Steak	lb.	2.19	1.89
Boneless Rib Steak	lb.	2.45	2.09
Spencer Steak	lb.	2.89	2.49
Standing Rib Roast	lb.	1.79	1.59
T-Bone Steak	lb.	2.33	1.99
Porterhouse Steak	lb.	2.39	2.09
Top Sirloin Steak	lb.	2.49	2.09

Super Buys

Chicken Fry — 1.49
Steak—Midwest Cornfed Steakhouse Beef. Loaded with rich beef flavor..... lb

Ground Round — 1.39
Ground fresh from 100% midwest, Cornfed Beef Rounds and Nothing Else! ..... lb.

Sirloin Tip Roast — 1.69
Boneless Roast—Midwest, Cornfed Steakhouse Beef. Rolled and tied for easy carving! ..... lb.

Eye of Round — 1.79
Roast-Midwest Cornfed Steakhouse Beef, A Boneless beef beauty-loaded with flavor! ..... lb.

Cube Steak — 1.89
Lean and Meaty, Boneless, Cornfed Steakhouse Beef. Serve up this beauty and eat hearty! ..... lb.

Sirloin Tip Steak — 1.89
Boneless—Midwest Cornfed Steakhouse Beef. Fork-tender, free of excess fat & bone ..... lb.

Everyday Low Prices		Jan '74	Today
Fillet Steak	lb.	3.59	3.19
Fillet Butt Roast	lb.	3.59	3.19
New York Steak	lb.	3.09	2.79
Cube Steak	lb.	2.29	1.99
Culotte Steak	lb.	2.39	2.19
Boneless Full Cut Round	lb.	1.79	1.49
Bone-In Full Cut Round	lb.	1.69	1.29
Top Round Steak	lb.	2.09	1.79
Swiss Steak	lb.	1.79	1.69
London Broil	lb.	2.39	2.19
Chicken Fry Steak	lb.	2.09	1.79
Eye of Round Steak	lb.	2.29	2.09
Eye of Round Roast	lb.	2.19	1.98
Bottom Round Roast	lb.	1.89	1.69
Heel of Round Roast	lb.	1.69	1.59
Boneless Rump Roast	lb.	1.89	1.69
Sirloin Tip Steak	lb.	2.09	1.99
Sirloin Tip Roast	lb.	1.98	1.79
Skirt Steak	lb.	2.09	1.98
Ground Beef	lb.	1.03	99¢
Ground Chuck	lb.	1.49	1.39
Ground Round	lb.	1.69	1.49
Ground Sirloin	lb.	1.79	1.69
Chili Meat	lb.	1.43	1.39
7-Bone Chuck Steak	lb.	1.35	99¢
Beef Kabobs	lb.	2.29	2.19
Blade Chuck Roast	lb.	1.09	89¢
7-Bone Chuck Roast	lb.	1.19	98¢

Plus Thousands More of Everyday Low Prices . . .

FRYING RABBIT

Fresh, Plump, Tender Meaty. Fresh-Dressed Domestic California Grown. Cut-Up and Pan Ready. **lb. 1.49**

FRESH HEN TURKEYS

Sunnyview Farms Premium Quality birds. Super Sizes Breasts and meaty thighs and drumsticks. 10 to 14 lbs. avg. **59¢**

SLICED BACON

Hormel Premium Quality Black Label. It's lean and juicy and well-cured. It'll broil up crisp and thin for good eating! **lb. 98¢**

Fish and Delicatessen Buys!

JAMES ALLEN DINNER FRANKS	Big 1½ lb bag	ea. 1.49
RALEY'S MILD CHEDDAR	Chunk Cheese	lb. 1.49
RALEY'S MONTEREY JACK	Chunk Cheese	lb 1.55
HALIBUT STEAKS	Rupert's Fresh Frozen. 12 oz. pkg.	ea. 1.98
RUPERT'S FISH STICKS	Big 8 oz. pkg.	ea. 69¢
FRESH DOVER SOLE	Delicious Fillets	lb. 1.29
FRESH SALMON STEAKS	Pacific variety. Whole or Half	lb. 1.59
FRESH BUTTERFISH	Delicious Fillets	lb. 79¢
BIT-O-SHRIMP	Rose Brand Pre-cooked	lb. 1.49
FROZEN SCALLOPS	I.Q.F. Big 12 oz. Pkg.	ea. 2.19
ALASKAN SNOW CRAB	Delicious Meaty Sections	lb. 98¢

Save At Raley's With Oscar Mayer's Low Everyday Shelf Prices

LITTLE WEINERS	5½ oz. Pkg.	ea. 65¢
MEAT WEINERS	lb. pkg.	ea. 1.15
BEEF FRANKS	lb. pkg.	ea. 1.17
SMOKIE LINKS	12 oz.	ea. 1.25
LITTLE SMOKIES	5 oz. pkg.	ea. 73¢
BRAUNSCHWEIGER	8 oz. pkg. Small	ea. 79¢
BRAUNSCHWEIGER	8 oz. Tub	ea. 59¢
SANDWICH SPREAD	8 oz. pkg.	ea. 57¢
BRAUNSCHWEIGER	Tub-lb. size	ea. 1.09
HAM SALAD	6 oz. size	ea. 57¢
COTTO SALAMI	12 oz. size	ea. 1.25
BEEF BOLOGNA	12 oz. pkg.	ea. 79¢
THICK BOLOGNA	12 oz. pkg.	ea. 79¢
REGULAR BOLOGNA	8 oz. pkg.	ea. 73¢
SLICED BOLOGNA	12 oz. pkg.	ea. 79¢
BEEF BOLOGNA	8 oz. pkg.	ea. 73¢
GARLIC BOLOGNA	8 oz. pkg.	ea. 73¢
OLIVE LOAF	8 oz. pkg.	ea. 77¢
FAMILY LOAF	8 oz. pkg.	ea. 87¢
LIVER CHEESE	8 oz. pkg.	ea. 73¢
COTTO SALAME	8 oz. pkg.	ea. 87¢
SUMMER SAGE	8 oz. pkg.	ea. 93¢
BEEF SALAMI	8 oz. pkg.	ea. 87¢
LUNCH MEAT	8 oz. pkg.	ea. 83¢
CHOPPED HAM	8 oz. pkg.	ea. 1.03
HAM & CHEESE	8 oz. pkg.	ea. 93¢
HEAD CHEESE	8 oz. pkg.	ea. 87¢
VARIETY PAK	Square 12 oz. pkg.	ea. 1.39
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BONELESS HAM	8 oz. pkg.	ea. 1.39
HAM STEAK	16 oz. pkg.	ea. 2.25
PICNIC LOAF	8 oz. pkg.	ea. 87¢
SALAMI/BEER	8 oz. pkg.	ea. 89¢
PICKLE & PIMIENTO	8 oz. pkg.	ea. 73¢
REGULAR BACON	lb. pkg.	ea. 1.33
RANCH STYLE BACON	2 lb. pkg.	ea. 2.62
REGULAR BACON	8 oz. pkg.	ea. 77¢
THICK BACON	lb. pkg.	ea. 1.33
PULLMAN HAM	3 lb. size	ea. 5.69
PEAR-SHAPE	5 lb. size	ea. 9.69

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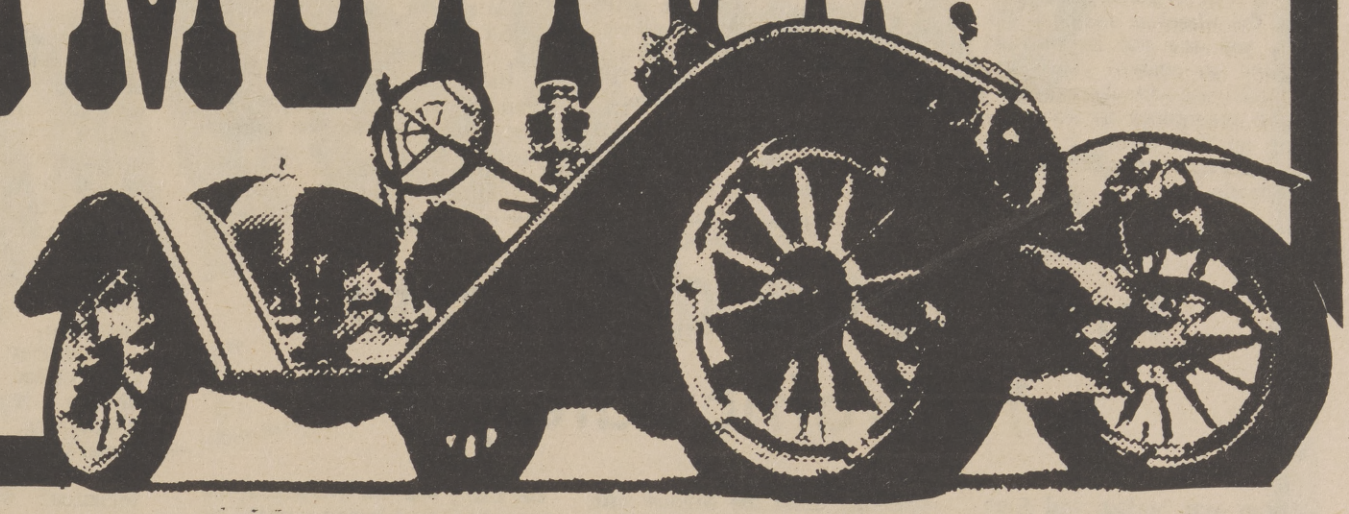
The Sacramento Observer

AUTOMOTIVE SECTION



Waldie Proposes Tax On Stored Oil

Amidst widespread speculation that supplies of gasoline and crude oil are being hoarded by refiners and suppliers, Congressman Jerome R. Waldie, D-California, today said he was introducing legislation which would impose a stiff tax on oil and gasoline held more than 30 days.

Waldie's proposed bill would provide for a 50 cent per barrel tax on gasoline and 10 cents per barrel on crude oil and other petroleum products held in storage and not marketed.

"At a time when millions of Americans are wasting precious manhours in long lines at service stations, it is reported that millions of barrels of gasoline and oil are sitting in storage facilities.

"As rumors of more price increases for gasoline circulate, the speculators and hoarders are finding it more and more attractive to keep gasoline off the market until the price is right.

"This is a gross disservice to the consumer and my bill will assist in stopping this kind of speculation."

Waldie said that storage facilities around the Nation are at or near capacity.

"One colleague in the House of Representatives, Congressman Charles Vanik, reports that railway tank cars are being used as storage facilities in some areas because refinery tanks are already filled."

Waldie said the tax bill would be introduced soon, probably next week.

TRAFFIC DEATHS DECLINE

The greatest change in the history of traffic accident prevention has been taking place on California highways since January, 1974, according to the California Traffic Safety Foundation.

The number of traffic deaths is dropping faster in 1974 than it ever has before.

"This present decline in numbers of traffic fatalities is unparalleled in the history of the automobile," said John C. Hall, General Manger - Programs of the Foundation. "We have seen a reduction in fatalities of 19.6% for January, 39.9% for February, and 28.8% for March. When one looks at the complete traffic picture, there are only two apparent changes that could account for this surprising decrease - the gas shortage and the lowered speed limit.

"With gas a more precious commodity, state highway travel is down," Hall continued, "but does not account for a large proportion of the lowered fatality rate. In the first quarter of 1974, travel was down only 8.5% while deaths were down 28.8% - travel decreases account for only about a third of the total reduction in deaths. Therefore when looking for reasons, we must turn to lowered speed.

"The reduction in traffic deaths since a speed limit of 55 mph became effective offers the greatest element of change in the history of California traffic accident prevention programs. There are 175 people alive today that would be dead if the number of traffic fatalities had not decreased beginning January 1, 1974.

"If this reduction continues for the entire year, almost 700 lives will be saved in California. The reduction is astounding, not only on the high speed roads, but on all others. Better attitudes and lessened tension of present freeway driving must be contributing factors in this reduction," Hall said. "We feel that the lowered speed limit is the most effective life-saving action that has been taken in many years. CTSF will exert every possible pressure to prevent a hasty return to the higher speed limits."

Earlier this month, CTSF polled drivers in the San Francisco Bay area and found that an overwhelming percentage of them did not want to return to the higher speed limits. "Most individuals queried in the CTSF poll felt that the generally relaxed driving attitudes had definite carry-over into surface street driving," Hall concluded.

Olds Manager Training Program

"In recent years and in the foreseeable future no phase of the auto industry is going to be more critical than the service area," said Clare G. Oxendale, Oldsmobile's general service manager. "Through our district service manager in training program, Oldsmobile will be able to continue to staff our field organization with qualified personnel with a service career goal."

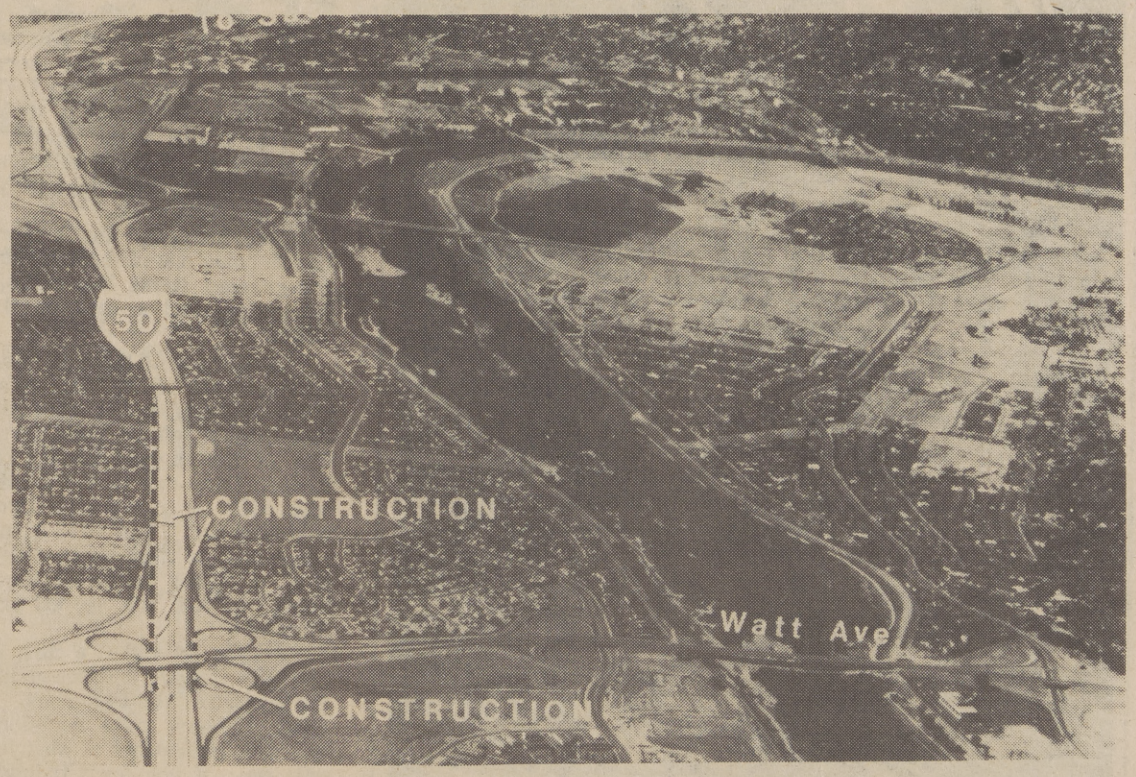
Although far from being a new program, Oldsmobile's district service manager in training efforts place it atop the industry for finding, training and utilizing divisional service personnel.

In 1961, the program was established to hire persons with solid educational and service backgrounds and train them specifically for field service work. A total of 21 persons are involved in the program at one time and as one person moves into a field job a new trainee moves into the program. The program is designed to cover a two-year period, although occasionally someone moves through training faster.

"Most of those entering training today have dealership service experience and some college," according to Oxendale. An applicant is usually in his 20s. The service personnel in the Olds zones, who are often graduates of the program, find a majority of the trainees selected for the program. An interview and careful evaluation follows each application.

"We know exactly what type of

CONSTRUCTION



Construction to increase off-ramp capacity began this week along U.S. 50 in Sacramento at Watt Avenue interchange. The work zone will extend west off Watt for half a mile. In early May, there will be curb removal work along the westbound roadway near the overcrossing structure. There will be no mainline restrictions on the freeway. The $154,000 project will take all summer.

WOMEN on Wheels

Good Driving Posture

By Elizabeth Stimley
Plymouth Safety Writer

In a driving emergency, every fraction of a second counts.

If you lean on the door, slump over the wheel or slouch in the seat, you are not in the best position to control your car. You will undoubtedly respond to the emergency by straightening up and taking a firmer grip on the steering wheel with both hands.

That takes time. Meanwhile, your car continues its forward progress.

The proper position is with the seat regulated so that you can easily reach brake and accelerator with your feet. The steering wheel should be nearly at full arm's length.

Imagine that the steering wheel is the face of a clock. Your hands should be at the "10 and 2 o'clock" positions for ultimate control.

The key to good posture is to be neither uncomfortable nor rigid at the wheel. Be relaxed, but attentive.

Habitual use of the seat belts can help correct improper seating habits, in addition to keeping you in your seat in case of a collision.

Turn Signals Contribute To Traffic Safety

Damp Arm Malady and Blue Arm Ditis -- left arm afflictions of motorists in a bygone era -- were cured with the introduction of turn signal flashers.

Chrysler - Plymouth Division installed the turn signal system in its cars 33 years ago and the D.A.M./B.A.D. problems went away.

But pre-1941 driving veterans unfondly recall the practice of steering with the right hand, cranking down the window with the left and springing the upper left limb out into space -- all while trying to pay attention to the road.

A straight arm signaled a left turn; arm up was a right turn; down was stop and there were scores of impromtu wrist, hand, and finger waves that became the butt of standup comedian jokes.

It was an arm-numbing maneuver in winter and a soggy one in the rainy season. You also stood the chance of losing a watch or ring to a pedestrian pilferer -- -- your signaling hand getting stuffed with unsolicited political literature -- accidentally punching a traffic cop.

At night time, forget it. You were just waving in the dark.

Flashing turn signal lights marked an end to all that and the system was a major step forward in auto safety. It's easy and convenient to use and allows the driver to signal a turn while keeping both hands on the steering wheel.

In 1966, fender-mounted indicators became an optional supplement and an added driver reminder . . . the advantage being in that the signals were included in the driver's peripheral vision.

Two years later, a lane change feature was added to the system allowing the driver to quickly flash his lane switch intent without fully activating the turn lever.

Another option -- Automatic Speed Control, which allows the driver to maintain a constant highway speed -- is mounted on the turn signal lever.

The latest innovation is a just-introduced Fuel Pacer System, tuned to today's needs for fuel economy. The system uses the left fender-mounted turn indicator and alerts the driver when he's using more fuel than necessary.

Depsite the convenience of flashing turn signals, many people don't use them.

Detroit Police Director of Traffic Reuben Ricard pointed out that 1,776 motorists were ticketed in Detroit during 1973 for failure to signal a turn.

"That's the wrong spirit," Ricard said. "Turn signals contribute greatly to driving safety. They should be used.

"Unfortunately, the system has become one of those taken-for-granted items like radio, television, and a man on the moon.

"Signals should be used when pulling away from the curb, changing lanes, and at least 100 feet from a left or right turn. One of the biggest causes of temper flare-ups is the driver who pulls up to a traffic light behind a car. The light turns green and the front car then signals or makes the turn without signaling, and the second car must wait.

"Failing to signal a turn is not only illegal, it is inconsiderate and could be dangerous. Other drivers make decisions based on indications of what you will do. If you don't indicate your intentions, you can cause flared tempers, accidents or both.

"You should drive like you were the person in the car behind you."

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Olds Training Program...

person and background we're looking for and we've been fortunate in being able to fill the program with outstanding young people," Oxendale said.

The training program is conducted in the division's service headquarters in Lansing. "From the moment a trainee begins his career at Oldsmobile, he's engaged in some type of productive service work assignment," said Oxendale.

A number of job assignments are handled by the trainees including transportation claim processing, service promotion, owner and service publications, flat rate time studies, garage technical work, computer file maintenance and customer service. The background of a trainee, to some extent, determines what areas he spends the most time in.

"Since these people ultimately will work in the field," said Oxendale, "they're encouraged to learn all they can about the divisional offices in Lansing and exactly how these facilities can help them when they are on the job as district service managers."

The program also gives the trainees a chance to work with computers in several phases of the training. Computers are becoming more a service department tool, as more uses for computerized equipment are being found.

When we recruit people for our district service manager in training program we emphasize the word career to them, because hopefully they are into something they'll be doing the rest of their working days," said Oxendale. "And we think bringing such people into Oldsmobile's service organization will enable us to keep ahead of the challenges of the future."

The Spring Thing at Swift Dodge is our 8th anniversary* Celebration

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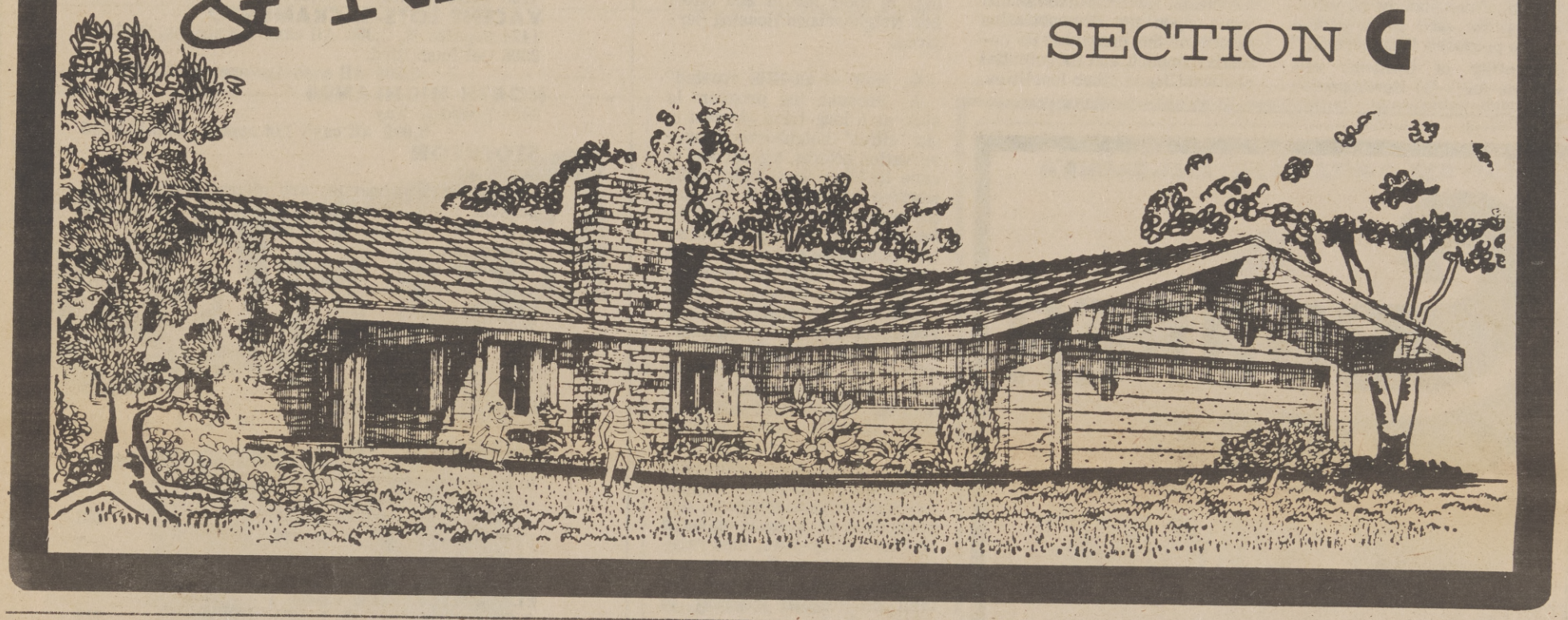
HOUSING & REAL ESTATE



Neighborhood Preservation Program - What Is It ?

QUESTIONS AND ANSWERS

Q. What is the Neighborhood Preservation Program?

A. In his September 19, 1973 Message on Housing Policy Recommendations, President Nixon stated that the traditional Federal approach to the problems of neighborhood preservation had not worked well and that new and more effective ways must be found to cope with this problem. He further stated the importance of carrying these efforts out as a partnership venture of the Federal Government, the local government, local financial institutions and the citizens of the neighborhoods involved, and directed the Secretary of Housing and Urban Development, using his research and demonstration funds, to pursue promising approaches to neighborhood preservation which might be adopted by communities on a broader basis.

Q. How does NPP function?

A. HUD is funding the Urban Reinvestment Task Force with a demonstration grant, and the Urban Reinvestment Task Force will encourage effective approaches to neighborhood preservation - approaches which carry out the principle of partnership between local government, the private sector, and neighborhood residents.

Q. Have any promising approaches been found to date?

A. Yes, a Pittsburgh, Pennsylvania organization called Neighborhood Housing Service, Inc., has shown a great deal of promise in "turning around" a neighborhood which otherwise might have become a badly blighted slum.

Q. Are there any other Neighborhood Housing Services in existence?

A. Yes, the Federal Home Loan Bank Board has been carefully "transplanting" this program to other cities for the past three years, and active NHS program are now functioning in Washington, D. C.; Cincinnati, Ohio; Oakland, California; and Dallas, Texas, in addition to the Pittsburgh prototype.

Q. How will the Urban Reinvestment Task Force be staffed?

A. The initial staff will come from the Federal Home Loan Bank Board's Center for Executive Development, whose Director will become Staff Director of the Task Force. As the Task Force's program develops additional personnel will be added.

Q. What, if any, is the funding proposal for NPP?

A. Initially, HUD will grant $750,000 to the Task Force. Another $2 million has been committed for Fiscal Year 1975, starting July 1.

Q. How will the Task Force spend these funds?

A. Most of the funds will be granted, in turn, to fledgling Neighborhood Housing Services programs and other promising local partnership activities. Small amounts will be used for dissemination of information and support of Task Force operations.

Q. Can you describe a typical Neighborhood Housing Services program and its accomplishments?

A. The Pittsburgh NHS was started in 1968 as a partnership between a community group headed by Mrs. Dorothy M. Richardson, and two Pittsburgh financial leaders, Mr. Harold Tweedy, President of First Federal Savings and Loan Association of Pittsburgh, and Mr. Francis Nimick, President of Dollar Savings Bank. They were brought together by Pittsburgh's Mayor, Joseph Barr, and were given financial assistance by the Sarah Mellon Scaife Foundation.

Each NHS has been organized with the same basic elements:

1. A group of neighborhood residents who want to preserve their neighborhood and improve their homes, and are willing to put a great deal of effort into the NHS.

2. The local government, which agrees to reinvest in the neighborhood by making necessary improvements in public amenities and by conducting a housing code compliance program, coordinated with NHS activities.

2. A group of lenders who agree to reinvest in the neighborhood by making all loans generated by the program to homeowners who have reasonable credit ratings. These are market rate loans which meet each financial institution's underwriting criteria. The lenders have also made charitable contributions to the NHS to meet its operating costs.

4. A "High Risk Revolving Loan Fund which stands ready to loan to any resident who does not meet commercial credit standards - at flexible rates and terms. These funds have been contributed by foundations. The Ford Foundation played an important role in providing seed money for the NHS programs replicated by the Federal Home Loan Bank Board.

5. Finally the NHS organization is a local nonprofit corporation with a board of directors composed of community residents and financial institution representatives. A

Neighbor hood Preservation Program...

small staff carries out NHS' work of financial counseling, administration of the Revolving Loan Fund, assistance with rehabilitation specifications and bids, and careful monitoring of contractors.

Q. How will programs be selected for assistance?

A. In determining whether a locality can be assisted in developing an NHS, the Task Force will look at such things as: suitability of neighborhoods, interest on the part of all parties to the proposed "partnership," availability of financial resources for: (1) developmental expenses; (2) regular loans, (3) the high risk revolving loan fund, and (4) operating expenses. Since this is a demonstration, effort will be made to demonstrate the program in a variety of settings, so as to determine its chances for future replicability.

There will be a secondary emphasis to the program. Local groups which have already formed partnerships of neighborhood residents, financial institutions, and city officials may apply for a grant to help further the development of other approaches to neighborhood preservation. Here the criteria will focus upon the demonstration nature of the program, its potential impact, and its potential replicability in other localities.

Q. What is a typical NHS neighborhood?

A. It generally is characterized by an early stage of deterioration, but contains basically sound housing structures. It is a neighborhood where home improvement loans may be difficult to obtain, and it may have suffered from a diminishing quality of public services and public amenities. On the positive side, it is characterized by a high degree of resident home ownership, and by residents who are committed to improving the neighborhood and who are willing to invest savings in their homes and effort into Neighborhood Housing Services.

Q. How is an NHS created?

A. Because the program is seen as a long-term element in our cities' neighborhood preservation efforts, a great deal of care is taken in creating solid working relationships between the neighborhood residents, the lenders, and local government officials. Therefore, the Task Force will begin its development process (lasting about 6 months) with workshops, where representatives of each element of the "partnership" are introduced to the NHS concept and working committees are formed. The cost of this process must be borne locally.

Each working committee contains a cross section of the total group and works on a task such as neighborhood selection, development of a local oriented charter and by-laws, fund raising, etc. Where distances are not too great, the group will visit the original program in Pittsburgh.

The Task Force will work with a local developing NHS until it is incorporated, funded, staffed and operating. A matching grant to stimulate the creation of a revolving loan fund may be made by the Task Force to the NHS when all the components are in place.

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Five Day Waiting Period Expires :

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7417 Carella Drive W/HoEX	21,000	F1	3	1-1/2	212
7642 18th Street	17.000	D1	3	2	529
SACRAMENTO NORTH					
820 Northey Drive	22,000	F1	3	2	-
1609 Wayland Ave.	20,500	E1	3	1	450
3920 Huron Street	13,000	B1	2	1	-
CARMICHAEL					
4120 Rutledge Way	21,500	F1	3	1	481
VACENT LOTS-SACRAMENTO					
1424 Nogales St.	2,000	All cash Lot approx. 50x251			-
2608 Del Paso Blvd.	3.000	All cash Lot approx. 51x100			338
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6408 Longdale Way	3,000	All cash Lot approx. 100x105			435
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2304 W. Bristol Ave	16,000	C1	2	1	385
2608 Somerset Court	18,500	D1	3	1-1/2	593
3491 Lafayette St.	20,000	E1	4	2	599
3108 Lafayette St.	18,500	D1	3	1	-
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5972 Walerga Road #3	14,500	B1	2	1	-
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5642 Madison Ave. #3	14,500	B1	2	1	395
ELK GROVE Sale Code 1					
9528 Emerald Dr. #3	14,500	B1	2	1	415
CITRUS HEIGHTS Sales Code 1					
6505 Greenback Ln. #2	14,500	B1	2	1	410

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SACRAMENTO Sales Code 2					
3811 24th Avenue	6,000	2	3	1-1/2	-
SACRAMENTO					
3932 7th Avenue	6,500	3	2	1	243
4469 8th Avenue	7.000	3	2	1	-
CITRUS HEIGHTS Sales Code 1					
7321 Peony Court	21,500	F1	4	2	619
STOCKTON Sales Code 2					
1311 E. Scott Avenue	29,000	2	2	1	1,056
PLACERVILLE Sale Code 2					
644 Canal Street	15,000	2	3	1	-
ELVERTA Sales Code 1					
8121 Schoonover Street	20,000	E1	3	2	557
RANCHO CORDOVA Code 2					
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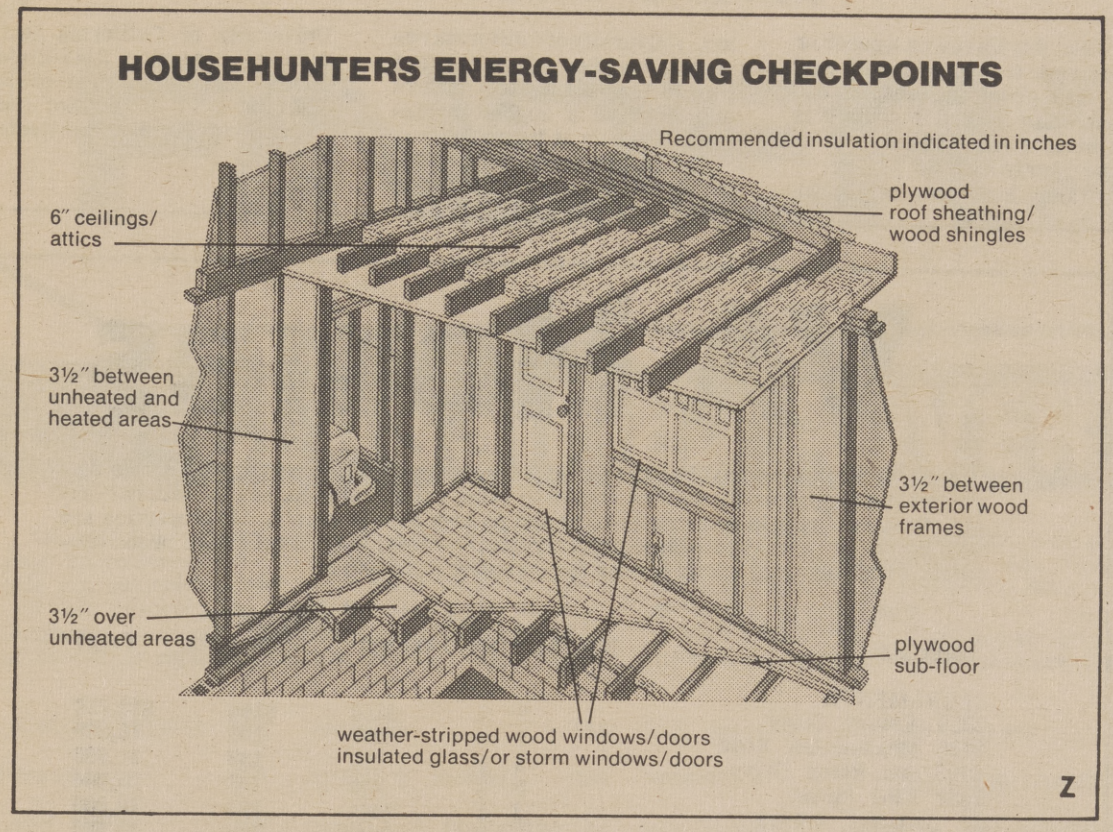

Spring Househunters Cautioned:

Don't Overlook Energy Saving In The "Heat" of Buying

The end of the winter heating season is not the solution to the energy crisis.

Consumer demands to "cool it" during hot, humid months will put pressure on air conditioners -- and our dwindling energy supplies.

"It's easy for househunters to overlook energy - conserving features during spring and early summer, the prime buying season, when the weather is nice and comfortable," says Boyce P. Price, executive vice president of the American Wood Council.

"However, checking a house for thermal efficiency now, before buying, can save energy and money later in the summer, as well as in the winter."

"Make sure your house is well insulated," Mr. Price advises. "Both the insulating qualities of the basic structural materials and the amount of added insulation should be considered.

Tests indicate a wood frame house provides the best insulation and the space needed for added insulation."

"Solving the energy crisis is not entirely dependent on the insulating qualities of a home, but they can help conserve valuable energy and save heating and cooling costs for the homeowner," adds Mr. Price.

For additional information to help in selecting a home, write for a free copy of the new "House Hunter's Guide," Dept. PC, American Wood Council, 1619 Massachusetts Ave., N. W., Washington, D.C. 20036.

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Mobile Home Legislation

by Senator Ralph C. Dills
32nd District, California State Legislature

One million Californians now live in mobile homes and that number is expected to triple by 1980.

A report by a California legislative committee making a study of this multimillion dollar industry says this growth is meeting the demands of people for a low-cost, alternative form of housing.

But the situation of some mobile homeowners is not what it's cracked up to be, the committee discovered.

The report described complaints from some owners who have had problems -- leaks, sagging frames and doors that don't close properly, and a mobile-home park operator who tries to evict tenants who complain.

A series of bills soon will be introduced in the Legislature as a result of the committee study. It recommends that the Department of Housing and Community Development license and require competence tests and financial responsibility of all mobile-home manufacturers, dealers, salesmen, transporters, installers, dismantlers, and repairmen.

Other proposals in the committee's recommendations include:

--Establishment of a delivery deadline for sales after which a buyer can refuse delivery without losing the deposit.

--A requirement of one-year warranty notice available where the sale takes place, with an additional requirement that the dealer maintain adequate warranty and service facilities.

--Detailed construction standards for mobile homes.

It is unfortunate that we may have to license those in all fields of the mobile home industry just to provide protection of the public from a few who will take advantage of the mobile home buyer.

MEMBER-MULTIPLE LISTING SERVICE

TOWNHOUSE REALTY

NATE WALKER—Realtor

Top Agent of the Month of April

Dorothy Newson

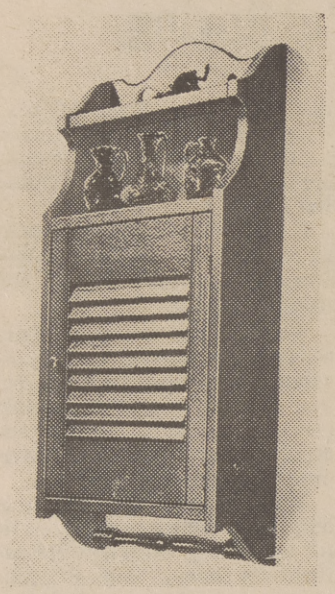
10 Acre Ranch In Elverta

The main house has 3 Bedrooms, 2 Baths, plus a 2 Bedroom, 1 Bath house. This property also includes a 3/8th mile horse training track; irrigated pastures; fenced and cross-fenced; 10 box horse stall; tack room w/bath; and much, much more! Call Dorthy to see this beautiful ranch.

"At Townhouse You Are Never SOLD, You Are SERVED"

2001 BROADWAY - PHONE 452-5858

THE HOME WORKSHOP



COLONIAL SHELF

This charming colonial shelf will enhance any room - and it is easy to construct.

For simplicity's sake, the louvered door and turned spindle at the base of the shelf unit are ready-made items available at most lumber supply houses.

Cost of materials for the hanging shelf is surprisingly low - about $12 for a 12" x 16" door, a spindle, a piece of 3/4" x 6" x 10' shelving lumber and a scrap of 1/4" plywood, 13" x 28".

You'll need three power tools for the job - the Rockwell jig saw router and sander.

To make the shelves, cut four pieces of equal length from the shelving lumber; trim off one inch along the length of the center shelf to allow for door clearance. Using a hollow-ground blade, make the curved cuts on the sides and back panel, feeding the saw slowly to produce smooth edges.

You can leave the edges square or cut a molded edge with the router. To make the rabbet cuts, set the router bit to project 1/4" beyond the base. Next, clamp or tack-nail a strip of wood onto the side members to limit the width of cut to 3/8". Then make a few passes with the router to form the joint.

Sand all parts of the shelf unit in advance and assemble them with white glue and finishing nails.

(Set all nails and fill in the holes with spackle or wood putty).

If you select thin black hinges for the door of the unit, you can install them without mortising. Attach the door with the hinges to test the fit; then remove the door for an easier job of finishing. The decorative turning is secured with nails from the outside.

Depending upon the effect desired, you can finish the shelf with several coats of orange shellac; paint it with bright enanel colors, or "grain" the wood with an antique finish.

For detailed plans, send a stamped, self-addressed envelope to The Home Workshop, P. O. Box 982, Pittsburgh, Pa. 15230.

PREVENT 'CURLY LEAF'

When the leaves on a peach or nectarine tree wrinkle and curl up into grotesque shapes and turn white or red in spots it is probably suffering from the disease "curly leaf."

"Curly leaf" can be prevented. University of California research has shown that any one of four different chemical sprays are effective if applied in adequate amounts at the right time.

For recommendations on what to use and when to use it, write University of California Agricultural Extension, 9645 Kiefer Blvd., Sacramento, CA 95826. Ask for AXT-263 "Leaf Curl Control In Peaches and Nectarines."

VA Homes

These properties are available to anyone - veteran or non-veteran, with stable employment and good credit without regard to race, color, religion, sex or national origin. Features include quick possession and no loan fees or points. All properties are sold in "as is" condition without any warranty; however, most homes have been renovated. Phone any real estate broker for complete information.

ADDRESS	BDRMS	BTHS	DOWN Payment	*MONTHLY Payment	Price
SACRAMENTO					
3339 Emery Court	3	2	$150	$164	$13,750
2120 Meadowview Road	3	2	250	181	18,250
6405 Sun River Drive	3	1	100	133	11,900
7637 22nd Street	3	2	300	208	20,500
63 Cathcart Avenue	2	1	None	121	10,900
131 Cathcart Avenue	3	2	None	144	13,500
1401 Dickson Court	2	1	200	132	12,900
200 Fairbanks Avenue	3	2	None	117	9,500
7632 Manorcrest Way	3	2	350	204	19,950
4109 E. Nichols Avenue	2	1	150	121	11,950
3832 Palmetto Street	2	1	None	101	9,300
7467 Red Willow Street	3	2	250	202	18,950
6250 Sun River Drive	3	1	None	122	11,400
RIO LINDA					
7240 Belcamp Street	3	1	200	161	15,900

"PHONE ANY BROKER FOR INFORMATION TODAY"

*All listings require 360 monthly loan payments due the first day of each month, with annual percentage rate of 8 - 1/4%. All installments shown above include monthly amounts required for principal, interest, taxes and insurance.

All listings are subject to prior sale, price changes, or removal from listing.

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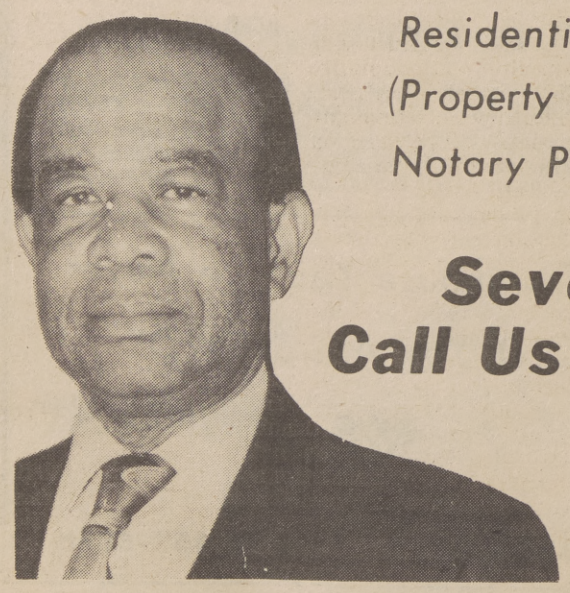

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SACRAMENTO, CALIFORNIA

C.B. FRAZIER, JR. BROKER

FINDER

The Sacramento Observer (916) 452-4781

CLASSIFIED ADS

CLASSIFIED ADVERTISING INDEX

All FINDER Ads are placed in Classification for your convenience. All classifications are listed by title and numerical order. THE SACRAMENTO OBSERVER reserves the right to classify all advertisements, to delete objectionable words or phrases or to edit or refuse any advertisement. Every FINDER Classified Ad must specify a bona fide offer in good faith. Advertisers will hold THE OBSERVER harmless against all claims resulting from publication of an advertisement.

THE OBSERVER will not assume responsibility for more than one week's incorrect insertion and reserves the right to make correction in the next issue. Liability for errors will not exceed the cost of space occupied by such error. All FINDER Classified Advertisements should be checked by the advertiser the first week of publication.

ANNOUNCEMENTS	100	Meetings	140	Help Wanted	210	RENTALS	400	AUTOMOTIVE	600	Recreational Vehicles	680
Personals	110	Drugs & Sundries	150	Agencies	250	Apartments	450	Trucks, Trailers	630	INSURANCE	700
Legal Notice	120	Schools & Instructors	160	Real Estate	300	MERCHANDISE	500	Mobile Homes	640	TOO LATE TO CLASSIFY	800
Lost & Found	130	EMPLOYMENT	200	Home Loans		Furniture & Appliance	550	Motorcycles	660	QUICK BUSINESS GUIDE	900

Want to buy?... Sell or trade?... Looking for services?... Call (916) 452-4781

When answering a FINDER Classified Ad, please refer to the advertisement by Classification Number

Personals 110

SACRAMENTO BAIL BOND

SINCE 1926
24-HOUR SERVICE
A. RICCI-F. VANCE
F. WITTON
443-2523
600 EYE ST.

RENT TO OWN
TV's and STEREOS
$7.00 and UP
Free delivery, free service, 451-8213 - 451-8675

Drugs & Sundries 150

OUYE'S PHARMACY
Prescription Pharmacists
WE DELIVER
Free Parking
HI4—7370
10th and V Street, Sacramento

TEETHING PAIN

Many baby doctors tell mothers to use this fast, safe, gentle relief. Helps teething baby and you sleep.

baby ora-jel

Help Wanted 210

TEACHERS

College Teach positions available for fall 1974 in Anthropology. Vocal music and registered nursing. Inquire: Dean of Instruction, Fresno City College, 1101 East University Ave., Fresno, California 93741, prior to May 22, 1974.
An Equal Opportunity Employer
Affirmative Action Employer

PUBLIC WORKS INSPECTOR

City of Davis $905-1,100 4 yrs. exp. in pub. wks. constr. pref. w/1 yr. in a superv. capac. Educ. equiv. 2 comp. of 12 grade includ. or supp. by algebra, geom., trig. or mech. drawing. Apply to Personnel, 226 F St. Davis, Ca 95616
All comp. apps. must be received by 5-10-74.

BOARD OPERATOR-TV BROADCASTING

Two years minimum experience as Board Operator in TV broadcasting station. Must have 1st class radio telephone operator license. Send resume to: Chief Engineer, KZIE, Box 6, Sacramento 95801. No phone or personal calls, please. An Equal Opportunity Employer.

PRINTER

$3.00 hr. Graphic Exp. Pref. Call Oak Post
PARLIAMENT PERSONNEL AGENCY
1812 J Street
444-5860

Help Wanted 210

ELECTRICAL

Wanted-Substation Operators and Linemen

Substation Operators experienced in operation of 50,000 KV power systems and higher under all seasonal load conditions and Lineman experienced in maintenance on energized lines of at least 12.5 KV for Bonneville Power Administration (Federal agency) in Oregon, Washington, Montana & Idaho. Journeyman salarly is $6.76 per hour. Contact the nearest Job Information Center listed in the telephone directory under "U. S. Government - Civil Service "Commission."
THE BONNEVILLE POWER ADMINISTRATION IS AN EQUAL OPPORTUNITY EMPLOYER

MECH.

$4 hr. Exp. diesel. Minor tune - up. Call Kay Carlos
PARLIAMENT PERSONNEL AGENCY
1812 J Street
444-5860

Help Wanted 210

MANUFACTURING ENGINEER

Wood Processing

Technical professional sought to support central California manufacturing location producing mouldings, containers, cut stock and furniture. Responsibilities will include equipment design and modification as well as establishment and direction of a preventative maintenance program. A.B.S. level technical degree is required and a minimum of 3 years professional technical experience involving wood products processing mandatory. Send resume and salary requirements to:
EMPLOYMENT
American Forest Products Corp.
P. O. Box 3498M
S. F. Ca. 94119
An Equal Opportunity Employer

MACHINIST

General Maintenance

Newspaper experience preferred, but not necessary. Apprentice of journeyman. Apprentice should have at least three years experience. Permanent, full-time position offers excellent opportunity and employee benefits. Apply in person or send resume to: The Sacramento Bee, Personnel Department, 21st & Q Streets, Sacramento, California 95813. AN EQUAL OPPORTUNITY EMPLOYER

Help Wanted 210

VOCATIONAL REHABILITION COUNSELOR

Position involves vocational rehab. services in the Alcohol Services Division of the County Mental Health Department. Requires Cal. drivers license and a Masters Degree in rehabilitation counseling or bachelor's degree and two years paid counseling experience. Graduate work in a closely related field may substitute for one year of experience. Contact Solano County Personnel Dept., Courthouse Annex, Fairfield, Ca. (707) 422-2010 ext 335 by May 17, 1974

HELP WANTED

Television news anchorperson. Producer experience required with specific responsibility for major newscast. Primary selection emphasis will be based on airwork abilities and potential, but experience in TV newswriting, production and reporting also necessary. Salary commensurate with experience and market levels. Contact commitment necessary if selected. An equal opoportunity employer. Send resume and screening VTR to Cal Bollwinkel, Program Manager, KXTV, P. O. Box 10, Sacramento. Phone (916) 441-4041

Help Wanted 210

MANAGER TRAINEE

$525 month. 3 openings. Outgoing. Neat appearance. Call Mary Pine
PARLIAMENT PERSONNEL AGENCY
1812 J Street
444-5860

CLERK TYPIST MACHINES OPERATOR

Requires typing at least 45 wpm. Good phone voice, pleasant personality, knowledge of office machine. Inquire, Girl Scout Office, 2230 Stockton Blvd., Sacto.

$ NEED MONEY $

1st and 2nd real estate loans, on any type of property, in any area, use money for any reason. Even if behind in payments or in-between jobs, we're here to help solve your financial needs. Appointments arranged in the privacy of your home or our office. We have a variety of plans to fit your needs & budget.
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24 Hour Service
We accept collect calls
GOLDEN PLAN OF CALIFORNIA
4305 Freeport Blvd.
Sacramento
A California Loan Brokerage Firm

'71 EL DORADO

'71 El Dorado - low mileage - perfect. $4,350.00 firm - Call George wk. days 927-2751.

Help Wanted 210

SECRETARY - RECEPTIONIST

The Legal Aid Society of Sacramento County administers a governmentally and United Way funded program providing free legal services to low-income residents of Sacramento and Yolo Counties in non-criminal matters. The Society maintains five offices including an Oak Park Neighborhood office. The Oak Park office includes a staff of two attorneys, one receptionist, one legal secretary, one paraprofessional, and a number of volunteer law students, attorneys and others.

The duties and responsibilities of the Oak Park Office Secretary-Receptionist position announced herein, including the following:

Answering the telephone, greeting office visitors, and directing persons to proper personnel for assistance; making referrals of applicants to other appropriate community resources and preliminarily determining client eligibility; preparation of various log sheets, client intake sheets, and statistical and management information reports as requested by the Managing Attorney; interviewing prospective clients; typing, transcribing, filing, library maintenance, and client follow-up as assigned by the Managing Attorney.

Qualifications:

A. Minimum of eight years of schooling;
B. Prior experience as secretary and/or receptionist preferred;
C. Experience working with low-income and/or minority persons preferred.

$375 month, or higher, based upon applicant's prior experience

On or about May 20, 1974

Submit resume to:
MICHAEL HARPER, Managing Attorney
Oak Park Office
Legal Aid Society of Sacramento County
3285 5th Avenue
Sacramento, Calif 95817
Tel: (916) 451-2804

by May 15, 1974 at the latest.

UNDER THE LEGAL AID SOCIETY'S AFFIRMATIVE ACTION HIRING PROGRAM, MINORITY PERSONS ARE ENCOURAGED TO APPLY

INTRODUCING NEWS IN THE MOTHER TONGUE

For Black people, the mother tongue is the same all over the country. It's the unique way we have of expressing ourselves. That's one of the reasons the National Black Network saw the need for a national Black news service.

What do we call Black news? It's simply news reported by Black people, edited by Black people, and affecting the lives of Black people.

That's the National Black Network—a vital communications link between Black communities everywhere.

It's a bet that when you listen to an *NBN* station, you'll know where it's coming from. After all, it's carrying *your news*.

National Black Network
Division of Unity Broadcasting Network, Inc.

Real Estate 300

LIVE IN CONVENIENT HILLSDALE

Bohannon Homes. Adjacent to Jr. & Sr. High, Elementary School & Shopping. Choice of 3 & 4 bedrooms, 1 & 2 baths, family rms. Rear yards fully fenced. Front lawn, shrubs, and tree planted for you. Street lights. Models open 10 a.m. 'til dusk. 6113 Hillsdale Blvd. 331-8930.

NEW HOMES

Sunrise Estates
3 - 4 and 5 bedrooms
Price $19,750 to $29,000
726-2006 Agent 967-2200

A HOME

FHA appraised $14,500. Fenced yard with fruit trees. Three blocks from Jr. High School and 4 blocks to high school. On corner lot near Hagginwood Park. 487-4600 Agent

SOUTHGATE AREA

Three & four bedroom homes, most with two baths, all appliances, fully carpeted and draped, fenced yard, two car garages, newly painted, central air & heat, children and pets okay. Rental rates from $195 to $225 per month.
Phoenix Properties
Call 452-3816, daily 9 thru 6, Saturday and Sunday, 10 thru 4.

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Insurance 700

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Furniture & Appliances 550

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Sales & Services
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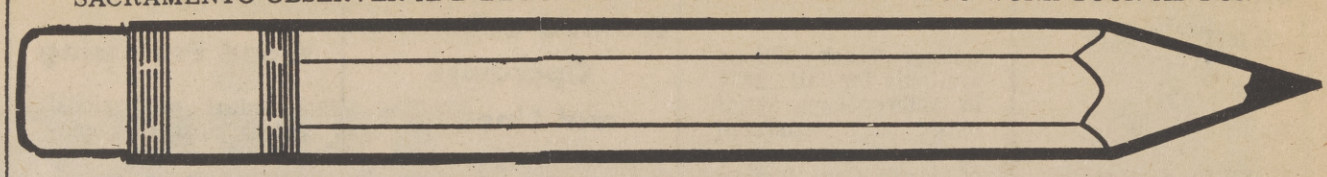
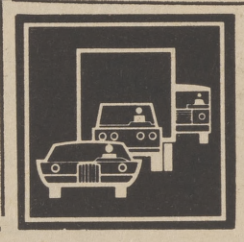
SHARPEN YOUR PENCILS AND JOT DOWN THE ITEMS YOU HAVE TO SELL. THEN PHONE THE SACRAMENTO OBSERVER AND LET A FRIENDLY ADVISOR HELP YOU WORK YOUR AD FOR



FOR FAST RESULTS

PHONE (916) 452-4781



Career & School Guide coming soon !

The Sacramento Observer

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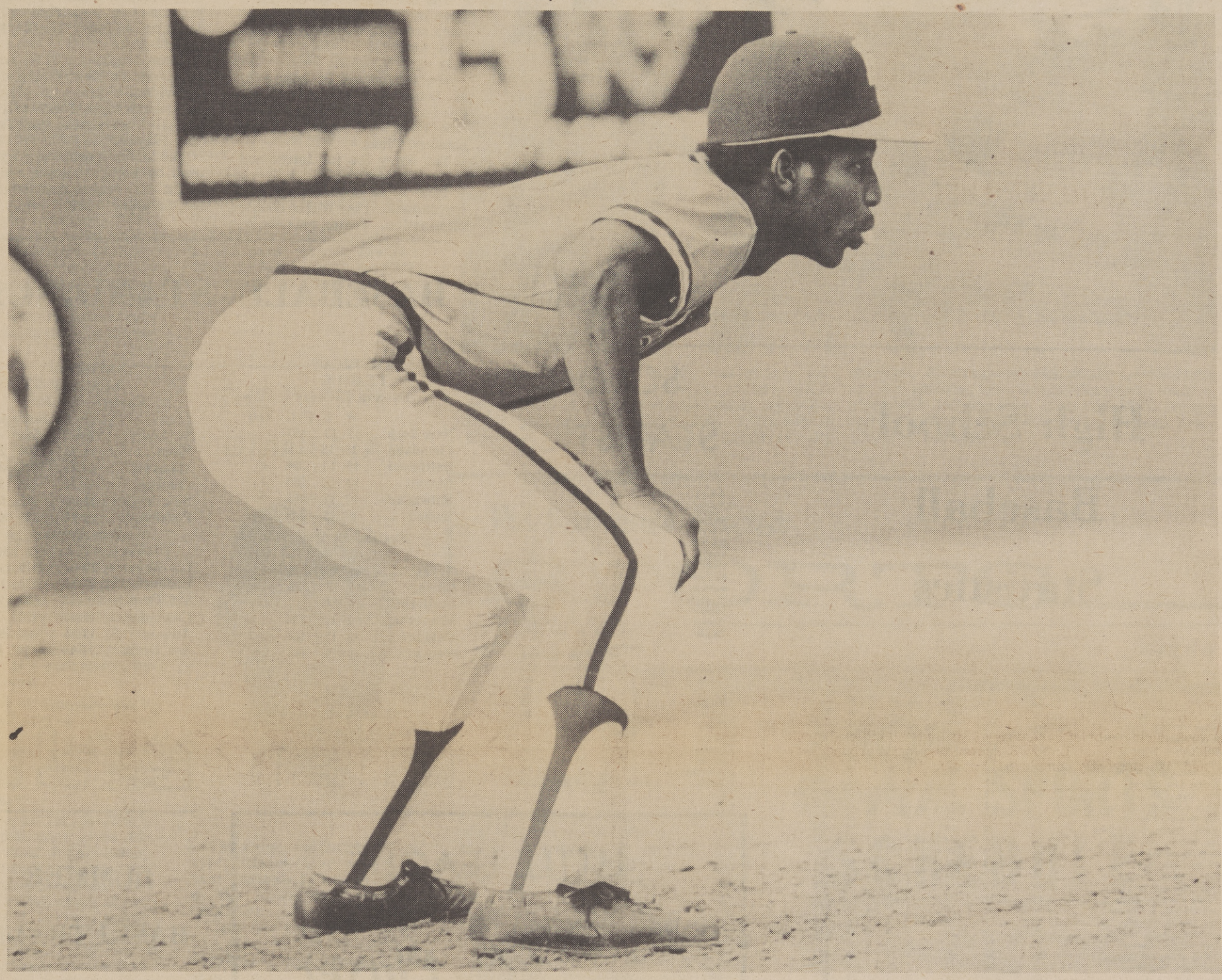
452—2668 OR 452—4781

The Sacramento Observer

MAY 9 - 15, 1974

SPORTS

BUBBLES, BALLS AND JERRY



When not blowing bubbles, ex-Sacramento High School star, Jerry Royster, is swinging a hot bat and holding the hottest corner in baseball, for the Pacific Coast League leading Albuquerque Dukes. They will both be in Sacramento May 13-17, to take on the Sacramento Solons in Hughes Stadium, Royster is batting well over .400, and is considered one of the most promising prospects in the Dodgers' organization. Royster, a bachelor, is one of the most popular players in Albuquerque.

MILWAUKEE TO TANGLE SOLONS

The Milwaukee Brewers will visit Sacramento to tangle with the Solons on Monday night, June 3. Tickets for the special game will go on sale at the regular prices tomorrow.

General admission tickets will be available at all of the Solons ticket agencies. Box and reserved seats will be sold only at the Solons headquarters at 1521 Arden Way, in front of the Sacramento Inn.

This season marks the first time the Brewers have had an affiliate in the Pacific Coast League. Their triple-A team was at Evansville in the American Association previously.

The Solons ticket outlets are Men's Ltd., Southgate and Country Club Centers; The Stix, 7108 24th St.; Springer Bottle Shops, 2328 West Capitol Ave., 7826 Fair Oaks Blvd., 10469 Folsom Blvd., and 4449 Broadway; B&R Baseball, 2695 Florin Rd.; CVC Sporting Goods, Grand Oaks Center; Georgian's, 1901 J St.; Sargent's Sport Shops, Crestview Center and 5002 Freeport Blvd.; Strickley's Thread Shed, 5693 Stockton Blvd.; Rhodes Country Club Box Office; South Sacramento Sports Shop, 4106 Franklin Blvd.; and Edward F. Merten, CLU, 1503 21st St.

Pacific Coast Standing

Western Division	W	L	Pct.	GB
Tacoma	14	7	.667	—
Spokane	11	9	.550	2½
Hawaii	11	10	.524	3
Sacramento	6	16	.273	8½

Eastern Division	W	L	Pct.	GB
Salt Lake	12	10	.545	—
Albuquerque	12	11	.522	½
Tucson	13	13	.500	1
Phoenix	11	14	.440	2½

Money: Hank's New Problem

When he hit his 715th home run, more than any other baseball player, Henry Aaron came into more money.

Magnovox, a maker of television sets, will pay him between $4-and $5-million of additional income over the next five years, estimates Frank Menke, one of the player's two closest financial advisors.

The Wall Street Journal, which says it's about time the country had a hero it can look up to, reports that business deals will put Aaron's likeness on ingots, belt buckles, school supplies, and glasses.

Where will Aaron put his newly earned money? Not in a chain of barbecue restaurants that has used his name, Aaron reports.

Some rich and well-heeled Blacks tried that with him already, and the business failed. Aaron regrets that some people, who put up their investment only because his name was on it, lost money.

"We found these people were heavily in debt," Aaron's financial advisor says.

Aaron apparently is leaving all the investment decisions up to his advisors, who are white. "People will try to take advantage of a ballplayer," says Aaron, adding that even on airplanes complete strangers come up to try to talk him into business proposals.

In fact, he says, he's tired of people these days and would like nothing better than to go fishing on his small boat.

Bigger Sports Section

THE SACRAMENTO OBSERVER begins a bigger and better Sports Section this week as the paper expands the section.

Publisher William H. Lee also named Phil King as associate Sports Editor. King will join Sports Editor Mardeio Cannon and a group of other local sports correspondents in putting together the expanded section.

Publisher Lee said the Sports section will be expanded to four full pages, covering the full range of local events.

Lee said that THE OBSERVER welcomes all newsworthy material for the section. Those people seeking coverage should contact King at (916) 452-4781, Monday through Friday.

OAK PARK WOMEN'S TOURNAMENT DEADLINE

The Second Annual Oak Park Open Invitational Women's slow pitch softball tournament will be held June 23, 29, 30, 1974 and July 5, 6, 7, 1974.

The tournament is being held at James McClatchy Park, Tahoe Park, Redwood Park, Southside Park -- O'Neil Field, and Stanford Field.

The entry fee for interested teams is $55.00

This is an open invitational tournament. Play will be double elimination. Teams must be A.S.A. sanctioned and A.S.A. verifications is required. Entry deadline is Friday, May 24, 1974 by 4:30 p.m.

Team trophies will be available for the first five places. (Individual trophies for winners and runner-up). There will be an "All Tournament Most Valuable Player."

The same roster of players used during the current season in the city league must be used for the tournament.

BASEBALL STANDINGS

AMERICAN LEAGUE
Eastern Division

	W	L	Pct.	GB
New York	17	13	.567	—
Cleveland	15	13	.536	1
Baltimore	13	13	.500	2
Detroit	13	13	.500	2
Milwaukee	10	12	.455	3
Boston	12	15	.444	3½

Western Division

	W	L	Pct.	GB
Texas	15	13	.536	—
Chicago	13	12	.520	½
California	15	14	.517	½
Minnesota	12	12	.500	1
Oakland	13	15	.464	2
Kansas City	11	14	.440	2½

NATIONAL LEAGUE
Eastern Division

	W	L	Pct.	GB
St. Louis	16	12	.571	—
Phila	14	14	.500	2
Montreal	10	11	.476	2½
Chicago	10	13	.435	3½
New York	11	17	.393	5
Pittsburgh	8	16	.333	6

Western Division

	W	L	Pct.	GB
Los Angeles	19	9	.679	—
Houston	19	11	.633	1
San Fran	16	14	.533	4
Cincinnati	12	13	.480	5½
Atlanta	13	15	.464	6
San Diego	14	17	.452	6½

Junior College
VALLEY CONFERENCE STANDINGS

	W	L		W	L
Fresno	17	2	Cosumnes	7	12
Modesto	13	6	Delta	6	12
Sequoias	12	7	Amrcn Rvr	6	13
Scrmento	10	9	Reedley	4	14

FWC STANDINGS

	W	L	Pct	GB
UC Davis	8	3	.727	—
Hayward	8	4	.667	1
Humboldt	8	4	.667	1
Chico	8	6	.571	1½
Sacramento	6	5	.545	2
San Francisco	5	7	.417	3½
Sonoma	1	15	.063	9½

High School Baseball Statistics

(45 or more at bats)

	AB	R	H	2b	3b	HR	RBI	Avg.
Tim Francis, Placer	58	17	32	8	0	3	18	.552
Duane Walton, Grant	64	30	30	6	4	1	15	.469
Mike Paustian, Marysville	57	9	25	8	0	1	16	.439
Bob Garrett, Kennedy	64	25	28	3	2	1	13	.438
Tai Fadmausili, Stagg	61	13	26	4	1	1	12	.426
Bob Padovan, Sacramento	50	14	21	2	1	1	8	.420
Walter Lewis, Grant	67	12	28	5	2	1	17	.418
Phil Ansbro, Rio Linda	60	10	25	3	2	0	7	.417
Butch Edge, El Camino	54	8	22	2	0	1	14	.407
Ray Bowens, Kennedy	52	20	21	2	3	2	19	.404
Martin Feletto, Sacramento	47	9	19	1	2	2	15	.404
Jim Noonan, Cordova	60	16	24	7	4	1	9	.400
Keith Woodfork, Burbank	45	9	18	3	0	1	6	.400
Ed Modeste, McClatchy	61	13	24	2	4	1	18	.394
John Hodges, Bella Vista	56	12	22	5	0	0	11	.393
Marc Neuvert, Stagg	47	7	18	1	1	0	8	.383
Randy Kennedy, Placer	63	15	24	3	1	0	12	.381
Jeff Hansen, El Camino	74	17	28	4	2	2	15	.378
Syd Church, Franklin	53	14	20	3	2	0	4	.377
Jerr Battenberg, Foothill	53	12	20	3	0	0	13	.377
Tom Halpin, Kennedy	51	11	19	4	1	0	7	.373
Randy Wong, McClatchy	59	24	22	5	2	1	26	.373
Ken Smith, Woodland	46	15	17	1	1	1	6	.370
Walt Hill, Cordova	63	14	23	2	4	1	12	.365
Chip Kniss, Stagg	74	14	27	2	1	0	6	.365
George Modell, McClatchy	47	8	17	2	2	0	10	.362
Scott Wilson, Kennedy	53	11	19	2	3	1	21	.358
Rick Rojo, Washington	59	11	21	2	3	0	12	.356
William Reed, Grant	68	12	24	5	2	0	22	.353
Rick Wehling, Del Campo	69	17	24	2	0	2	7	.348
Dave Stevens, Jesuit	55	10	19	3	3	0	4	.345
Vince White, Kennedy	55	18	19	7	0	0	16	.345
Rod Zanze, Cordova	64	12	22	2	0	0	6	.343
Stan McNeal, Grant	67	13	23	7	1	0	14	.343
Tim Mohr, La Sierra	73	7	25	1	1	0	6	.342
Mike Vucurevich, Foothill	50	5	17	2	0	0	10	.340
Doug Jones, El Camino	53	17	18	0	0	0	5	.340
Paul Maheras, La Sierra	59	9	20	4	0	2	8	.339
Darnell Augustus, Grant	68	14	23	4	1	0	15	.338
Junior Ford, Norte	62	14	21	7	0	1	12	.338
Dave Guerra, Highlands	71	11	24	5	0	0	13	.338
Steve Orsillo, Oakmont	63	15	21	0	1	0	11	.333
Cris Rosales, Stagg	60	8	20	2	2	0	13	.333
Jeff Buchanon, El Camino	57	9	19	3	0	0	9	.333
Zach Zane, Washington	48	9	16	2	0	0	8	.333

PITCHING
(40 or more innings)

	IP	W	L	R	ER	BB	SO	ERA
Butch Edge, El Camino	73	10	1	9	5	34	119	0.48
Dave Stevens, Jesuit	57	3	2	7	4	15	64	0.49
Tim Francis, Placer	51	5	1	19	4	34	93	0.54
Doug Land, Cordova	44	5	1	11	4	21	39	0.64
Ed Vasquez, Washington	42	4	1	12	4	21	53	0.66
Randy Cashore, Stagg	41	7	0	6	4	7	41	0.68
Marty Decker, Placer	51	7	0	13	5	26	76	0.69
George Rath, Bella Vista	62	5	3	13	7	36	83	0.79
Mark Abbondola, Cordova	52	8	1	13	6	24	36	0.79
Jerry Battenberg, Foothill	52	6	1	9	6	22	46	0.81
Jeff Hogan, Grant	43	6	1	20	5	24	36	0.81
Scott Moore, Ponderosa	49	3	3	14	6	12	64	0.84
Mitch Dean, Foothill	41	5	1	5	5	12	34	0.85
Dan Piper, Oakmont	64	7	1	23	8	27	75	0.87
Phil Ansbro, Rio Linda	48	2	4	16	6	22	90	0.87
Mark Dietrich, Armijo	57	3	3	22	8	25	46	0.98
Dave Pencille, Stagg	57	5	4	22	6	29	85	0.98
Syd Church, Franklin	51	6	1	15	8	15	59	1.09
Gary Stonebrook, Cordova	44	3	2	15	8	17	52	1.27
Ward Smith, Mira Loma	61	—	—	—	—	26	93	1.28
Dave Clayson, El Camino	56	7	1	18	11	26	46	1.36
Nord Young, Sacramento	60	4	3	22	12	43	64	1.40
Steve Seabourne, Casa Roble	45	2	4	20	11	21	45	1.71
Mike Lovett, Bella Vista	48	5	1	16	12	23	53	1.73
Steve Lee, Washington	56	6	2	18	14	30	75	1.75
Domingo Peralta, Franklin	50	6	3	221	13	13	62	1.82
Steve Taylor, Elk Grove	50	4	2	27	13	14	40	1.83
Ron Hesson, Oakmont	61	5	3	21	16	38	37	1.83
Joe David Olivas, Edison	53	4	3	21	14	18	47	1.86
Jeff Welker, Mira Loma	45	2	5	27	13	18	34	2.02
Art Valdez, Burbank	53	4	3	36	16	34	35	2.12
Doug Smith, Norte	44	2	3	35	14	33	29	2.24
Steve Bushong, McClatchy	62	4	6	28	20	33	45	2.27
Harvey Munoz, Dixon	43	—	—	—	—	18	46	2.28
Skip Herrenschmidt, Del Campo	54	3	3	25	17	45	68	2.53
P. J. Ruiz, Edison	53	3	7	45	22	31	49	2.91

SOLON STATISTICS

Batting

	AB	H	HR	RBI	Pct.
Adams	44	12	3	5	.273
Bianco	84	21	1	9	.250
Hansen	59	13	5	9	2.20
Kusnyer	74	21	4	15	.284
Lezcano	81	22	3	5	.272
Lind	42	11	4	10	.262
Lopez	48	5	0	1	.104
McCartney	88	21	7	13	.239
McNulty	82	22	6	15	.268
Reynolds	45	14	4	9	.311
Salado	6	0	0	0	.000
Thomas	65	18	8	16	277
Totals	**721**	**179**	**45**	**107**	**.248**

Pitching

	W-L	IP	ER	SO	ERA
Anderson	0-4	25	27	10	9.72
Castro	2-1	16	12	11	6.75
Cavallo	0-0	9	8	7	8.00
Hausman	0-3	24	15	13	5.63
Miller	0-0	14	13	7	8.36
O'Neill	0-0	17	14	7	7.41
Parsons	2-4	36	28	25	7.00
Stratton	0-0	14	7	5	4.50
Travers	1-3	17	15	11	7.94
Velazquez	1-1	20	15	21	6.75
Totals	**6-16**	**192**	**154**	**117**	**7.53**

LITTLE LEAGUE

Player Of The Week

GREGORY EDGE

Gregory Edge is from the Red Sox of the Oak Park Little League. Last week he not only was the winning pitcher with a 13 to 5 victory. He stole 3 bases, batted in 3 runs out of scored 3. While pitching he struck out 10. Gregory has been playing in the major since he was 7.

SUMMER BASKETBALL SIGN—UPS

The Sacramento Recreation and Parks Department is accepting entries for the Summer Basketball League. The league is open to boys 13-19 years of age.

There will be two age divisions: Atlas, 13-15 years of age; and Vanguard, 16-19 years of age.

The league will begin play Tuesday, June 18, 1974. All games will be played outdoors in the various parks throughout the City and will begin at 7:00 p.m. in the evening.

Entry blanks are available in the Recreation and Parks Department at 3520 5th Avenue.

Entry blanks are due in the Recreation Department no later than Wednesday, May 22, 1974.

Further information may be obtained by contacting Larry La Cross at 452-5681, Ext. 55.

Thanks to you It's working

The United Way

advertising contributed for the public good.

LOCAL BOYS BASEBALL SCHOOL

The Cordova Baseball School will provide instruction for boys between the ages of 9 and 17. The school will be held at the Cordova Recreation Center on June 10, 11 and 12 from 9 a.m. to 12 noon.

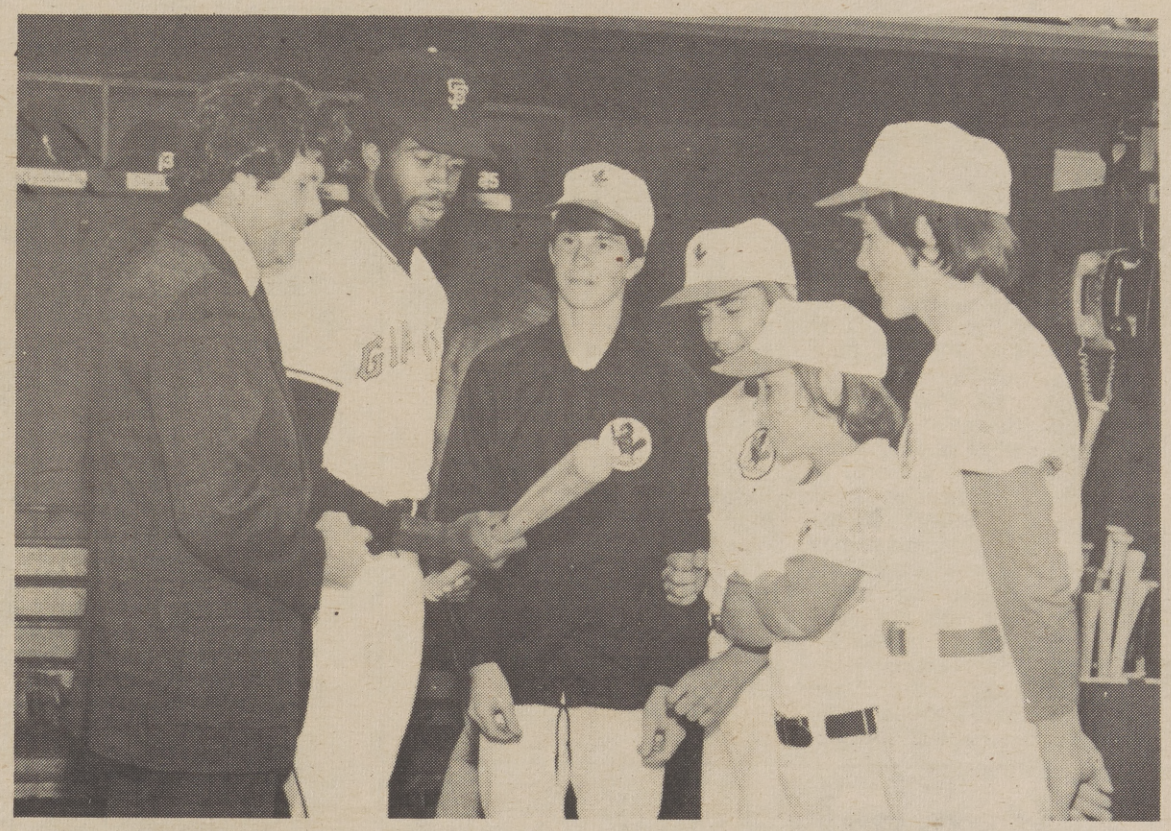
Some of the instructors of the school, are Joe Orango, Lou Brinson, and "Dutch" Anderson of the San Francisco Giants. Other instructors are Gordon Jones, former pitching coach of the Houston Astros; Buddy Peterson, scout for the Oakland A's; Joe Gordon, former big league manager; Eddie Bockman and Bill Avila, scouts for the Philadelphia Phillies; Cuno Barragan, former catcher for the Chicago Cubs; Dario LoDigiani, scout Chicago White Sox; and Al Anacich, former outfielder in the Pacific Coast League.

This is the fifth year for the Cordova Baseball School which is designed for those youngsters who have a deep interest in baseball.

Entry fee per student is $16.-50 and includes the baseball school and a trip to a San Francisco Giant game with transportation and reserved seat included in the total. The participants will also receive a Giants tee shirt.

Entry forms may be picked up at the Cordova Recreation Center, 2197 Chase Drive, Rancho Cordova.

Entry forms may also be secured from: Rancho Cordova Baseball School, P. O. Box 6577, Country Club Centre, Sacramento, Ca. 95860.



Center field for the Giants was covered for many years by one of baseballs greatest, Willie Mays. Mays is no longer with the Giants, but center field is still covered by a Giant great. With a smooth glove and the speed and grace of a gazelle is Gary Maddoux. Pictured above with Maddoux, left to right, are Ken Gimblin, Giant Group Sales Representative, along with Jeff Stephens, Dana Cox, Steve Holmes and Doug Gass, all from the Sacramento Area. (Photo by Dave Harris)

NBA HARDSHIP DRAFT

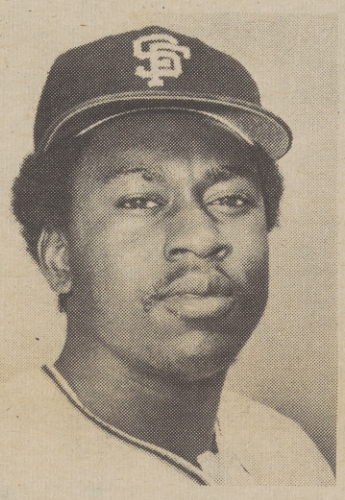
Scoring aces James "Fly" Williams of Austin Peay, Gary Brokaw of Notre Dame and Campy Russell of Michigan and rugged rebounder Maurice Lucas of Marquette head a list of 20 college undergraduates who will be eligible for the National Basketball Association's May 28 college draft as hardship cases.

Williams is a sophomore, the others juniors.

They will become eligible to play pro ball next season, ahead of their classmates, under the NBA's hardship system whereby a player obtains special classification because of financial need.

Also accepted for the NBA's hardship draft were Alvan Adams, Oklahoma; Jimmy Baker, Nevada; Michael Sojourner and Luther Burden, Utah; Rubin Collins, Maryland-Eastern Shore; John Edward Drew, Gardner Webb; David Mitchell, West Florida; Eric Money and Coniel Norman, Arizona; Roscoe Pondexter and his brother Clifton Pondexter, Long Beach State; Robert Taylor, San Francisco State; Mel Utley, St. John's, NY; Henry Williams, Jacksonville; Rudy Jackson, formerly of Hutchinson Junior College, and Michael Washington, Southeastern Community College.

THE FUTURE GIANT STAR



The young, exciting San Francisco Giants, have one of the best outfields in baseball. One of the future stars is Gary Matthews.

Gary has several honors and last year, he was was ninth in batting .300 in the National League.

Matthews was nambed Topps Major League Rookie All Star Team, and to Baseball Digest's Rookie All Star Team.

Last winter, Matthews showed the fans what can be done this season, by hitting .298 for the Escogeda Lions, Dominican League.

RIVER RAFT RACE

Over 3,000 teenagers from fifty high schools in California, will be participating in the 7th Annual Young Life Black Bart River Raft Race on Saturday, May 18th. The race will begin at 1:00 p.m., in Discovery Park with a blast from the siren of an antique fire engine.

Youngsters on rafts made out of inner tubes tied together, will thrash their way down the American River to Miller Park.

Prizes of scholarships to the Young Life Woodleaf Resort will be awarded. For information about the raft race and the folk and rock concert at Cal Expo on May 17th, at 8:00 p.m., please contact Phil Brock at 488-4500.

IN THE SWING OF THINGS

Defending champion Bob Ricci takes a practice shot at Rancho Murieta, where golfers will have a chance to win a new Niello Volkswagen Dasher for a hole-in-one during the eighth annual Sacramento Metropolitan YMCA Tournament, May 15th. Young Y members are Todd Olson, Kim Haines, Danny Scales (foreground); while Betty Olson, Metro Y Executive Secretary watches from the car. Participant Bob Gourley awaits his shot. Golfers interested in playing the Rancho Murieta course, may reserve a starting time for their foursome by calling Vern Miller, area YMC General Director, at the Metropolitan YMCA, 452-5451.

K-POP 1110 AM
K-PIP 93.5 FM
SPORTS SCHEDULE

KPOP-KPIP BASEBALL

May 10th, Friday
Oakland A's vs Minnesota
7:45 p.m.

May 11th, Saturday
Oakland A's vs. Minnesota
1:15 p.m.

May 12th, Sunday
Oakland A's vs. Minnesota
1:15 p.m.

May 13th, Monday
Oakland A's vs Kansas City
7:45 p.m.

May 14th, Tuesday
Oakland A's vs Kansas City
5:45 p.m.

May 16th, Thursday
Oakland A's at Chicago
5:45 p.m.

May 11th, Saturday
Indianapolis Time Travels
3:00 p.m. to 4:00 p.m.

K-POP 1110 AM
K-PIP 93.5 FM

'Hall Of Fame' Banquet May 30th

The Sacramento Metropolitan Chamber of Commerce's 13th annual Hall of Fame Banquet will be held Thursday, 7:00 p.m., May 30th, at the Woodlake Inn.

The banquet recognizes Sacramento area athletes who have accomplished outstanding achievements in the world of sports. It also honors outstanding local high school and college athletes in 12 sport divisions, and names Outstanding Athlete, Outstanding Coach, and Outstanding Team.

In addition, Community Service and Special Recognition Awards will be presented. Community Service presentations are made to non-athletes who, through dedication and service, have made a significant contribution to sports in the local area. The Special Recognition Awards are made to athletes who are currently competing and who are bringing national recognition to the community.

The keynote speaker will be Payton Jordan, head track and field coach at Stanford University. Jordan was also the head track and field coach at the '68 Summer Olympics held in Mexico City.

The public is invited to attend and reservation information may be obtained by calling Dennis Wagoner at the Chamber, 443-3771.

Records Broken At GGF Meet

ALBANY - Despite a light dip in attendance, the 57-day Pacific Racing Association (PRA) meet which ended recently at Golden Gate Fields was a big success at the mutuel windows.

A record average daily handle of $1,087,631 was recorded during the spring meet that opened Feb. 8 and closed April 27. The seven - week Tanforan Racing Association meet opened on schedule April 30 following settlement of a purse distribution dispute between horsemen and the Albany race track.

Previous record high average handle was the $1,080,233 wagered during the 1972 PRA meet. The total daily handle rose 2.3 per cent this spring to nearly $62 million.

Attendance this spring, however, declined 4.3 per cent compared to last year's PRA meet.

Total attendance during the 57 racing days this year, was 521,-011, which averaged 9,141 a day. The average daily attendance during the 1973 PRA meet was 9,559.

All-time highs set during the PRA meet this year, were Northern California's first $2 million daily handle and first single-race handle over $300,000 plus the first $6 million wagering week. On California Derby Day (April 20), $2,090,452 clicked through the mutuel machines, including $305,548 on the eighth (Derby) race.

WOMEN IN THE SWING

These three players from last year's Regional Champions South Park team from Santa Rosa. They have been on the same team most of their lives. The three sisters are seen here with OBSERVER sports reported Phil King. Left to right are Susan, Chris and Mae Smith.

The Sacramento Zips were well represented in last week's Elk Grove tournament, even though finishing fifth out of 26 teams. The power of the club comes chiefly from the bat of these three beauties of the diamond: Naomi Pruitt, Vija Howard and Tanya Hairston.

A VIEW THOUGH THE FENCE

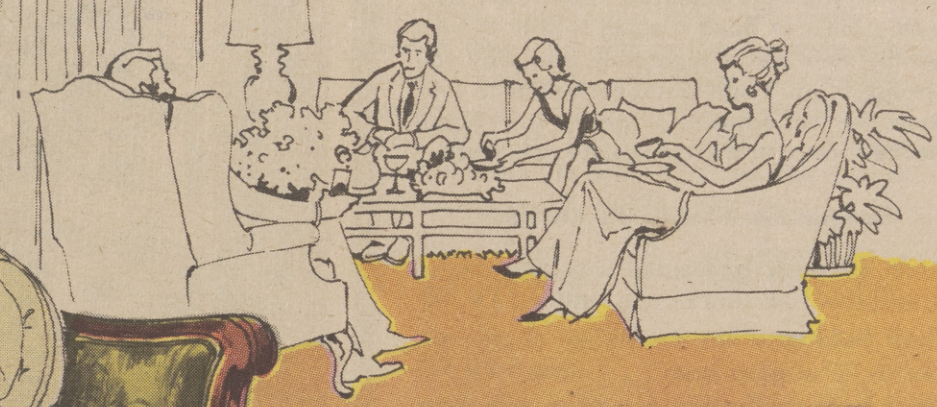
The Senior League Division (boys 13-15) of Little League has returned to Oak Park after a long abstance.

Supplement to the San Jose Mercury-News, Sacramento Bee, Oakland Tribune, Fresno Guide, Stockton Record, Modesto Bee, Lodi News Sentinel, Tracy Press, Contra Costa Times, Redwood City Tribune, Nevada State Journal, Richmond Independent, San Francisco Chronicle-Examiner and Vallejo Times Herald

MAY festival of values

WIN A VACATION!

Enter Breuners Sweepstakes! Grand Prize: NINE DAYS AT THE CLUB MED IN TAHITI FOR TWO! See details on page 15. Nothing to buy; you need not be present to win.



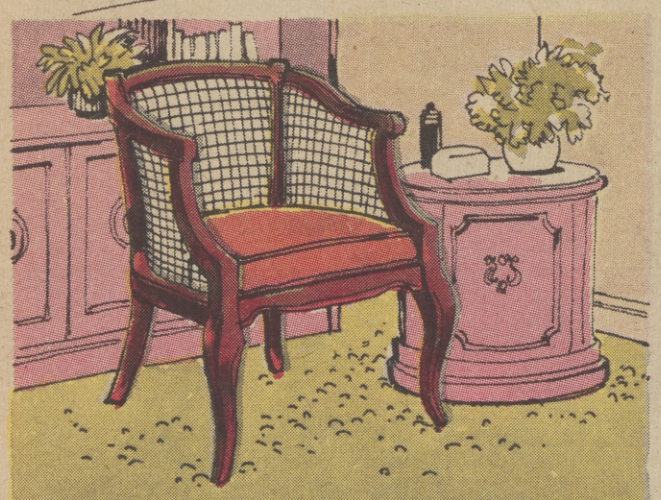
Breuners special purchase chairs—89.95 to 159.50

Chair at left 99.95

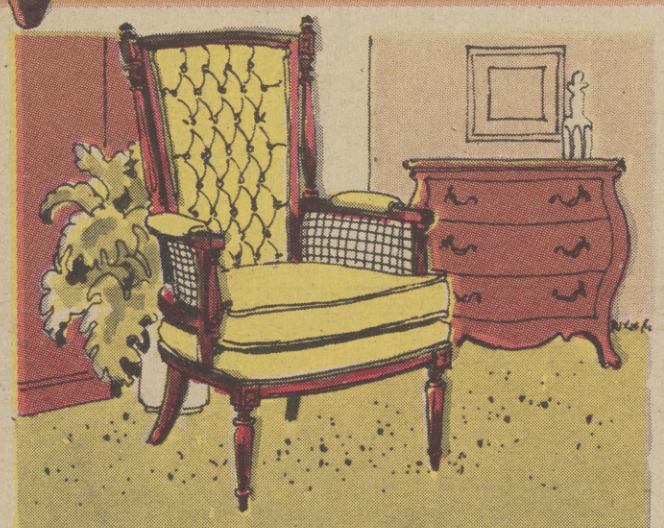
Breuners 12-store buying power allows us to price these chairs so specially. They're four of our most popular styles—choose the one that suits your taste and home needs! These low prices include immediate delivery at no extra charge.

French style pull-up chair makes a handsome seating addition! Features include deep button-tufted back wood-trim with fruitwood stain finish. In Loden green, rayon velvet..... **99.95**

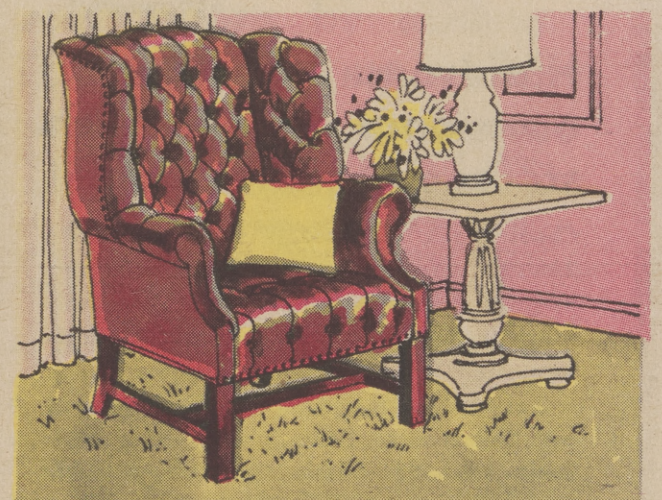
Breuners



Sculptured French style pull-up chair has a cane back. Welted box seat cushion covered in copper rayon velvet. Fabulous buy at..... **89.95**



Italian Provincial styling in a button-tufted highback chair with reversible T-cushion seat. Gold rayon velvet... **129.50**



English Club styling includes wing back, Chippendale base, deep tufting, nail-head trim. Easy-care brown vinyl **159.50**

SERRAMONTE, Daly City, Hwy. 280 at Serramonte Blvd. • **SAN CARLOS**, 1133 Industrial Road • **PLEASANT HILL**, Hwy. 680 at Oak Park Blvd. • **OAKLAND**, Broadway at 22nd Street
CAMPBELL, Hwy. 17 and Hamilton Ave. • **VALLEJO**, Interstate 80 at Tennessee St. • **RICHMOND**, 322 Tenth St. • **FRESNO**, Shaw Ave. at Cedar • **STOCKTON** 7676 Pacific Avenue
SACRAMENTO, Wayside North, Madison Avenue at Interstate 80, Wayside South, Mack Road at Interstate 99 • **RENO**, S. Sierra at Island Avenue

YOU GET 3!

3-pc unit, 82" wide **239.50**

$10 monthly*

Complete storage wall holds TV, stereo system, books and objects d'art!

You get: one 34x18x72" door bookcase with removable shelf — ideal for television and stereo components; two 24x13x72" bookcases for speakers, books, knick-knacks, plants or anything you want displayed safely. Use it as a room divider or stand it along a wall — even use the three pieces separately. Any way you arrange it, you'll add functional beauty to your home for an economical price. Transitional Mediterranean style in rich walnut stain finish.

More great buys in bookcases (see far right):

Drop lid desk bookcase with two doors, three shelves. 34x18x72"..... **now 119.50**

Shelf bookcase has five shelves of storage. 34x18x72" of good looks..... **now 119.50**

Door bookshelf offers two doors with three shelves above. 34x18x72"..... **now 119.50**

Breuners will not be undersold!

Breuners makes this pledge to you: If any identical item can be purchased for less within 30 days after delivery anywhere in the local trading area from any store, decorator showroom, discount house or warehouse showroom, the difference will be refunded. The only requirement needed to assure your refund is reasonable proof that the item is being offered to the general public for less.

3-pc. wall unit above. 239.50
Together they measure 82" W.

18" deep units at left 119.50 ea.

Your choice **89.95**

$10 monthly*

Handsome, functional, occasional tables with storage behind doors!

Choose the 26¼x26¼x20½" square commode, 23½x27x20½" hexagonal or 22x58x15¼" rectangular cocktail for just 89.95 each. Massively proportioned, with mar-and-stain resistant tops. Mediterranean inspired and crafted to last of hardwoods and veneers. Richly grained with pecan stain finish rubbed to a warm mellow glow. You'll find nothing comparable in size, quality and value at this low price.

*See important information on page 8.

IF YOU CAN'T COME IN, JUST GIVE US A CALL! WE'LL DELIVER PURCHASES OVER $10 AT NO EXTRA CHARGE.

BIG VALUES

Your choice 34.95

Add to your Revolv-a-count®

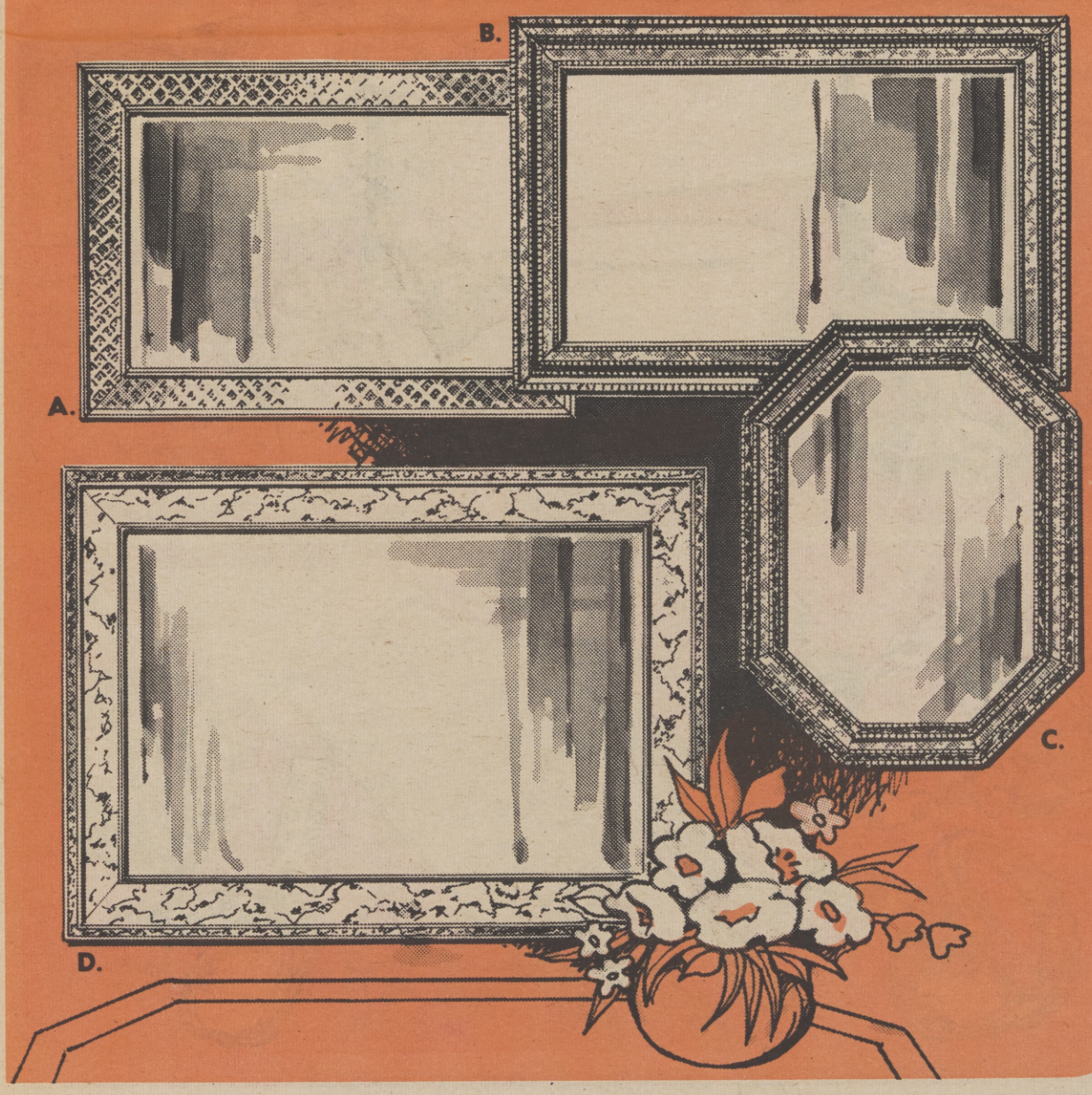
New tranquil seascapes under glass are richly framed; each is 24x36"

Add the beauty and warmth of the sea to your home. These large-size prints are under protective glass, have heavy three inch frames in walnut stain finish with antiqued orange color accents. Horizontals and verticals . . . especially attractive in pairs. Hurry to Breuners! Take your choice for just 34.95 each . . . a value you'll find hard to beat, anywhere. See them at Breuners today! Buy while prices are low.

A. "Sand Pipers" B. "Gulls Approach"
C. "Spring Breakers" D. "Wind Swept Coast"

TAKE 90 DAYS TO PAY — NO FINANCE CHARGES

Here's how it works: You pay ⅓ in 30 days, ⅓ in 60 days, and the balance in 90 days, and there is no Finance Charge added. Breuners All-Purpose Revolv-a-count® is flexible, and you can arrange terms to fit your needs.* Don't miss the many great buys now available at all Breuners stores!



Your choice 59.95

Add to your Revolv-a-count®

Give spaciousness to all your rooms by adding Turner mirrors on walls!

These are Turner "Fashion Plate" mirrors, made of high quality, distortion free float glass, which is the new standard of excellence in mirrors. Let them make your rooms lighter, lovelier, and brighter. These handsome mirrors add a feeling of spaciousness to your rooms.

A. Basketweave design frame in ormolu gold finish, 29x41"..... **59.95**
B. Embossed frame, gold metal leaf brown-tone with gold center. 30x42"..... **59.95**
C. Octagonal frame, gold metal leaf brown-tone with gold center. 28x38"..... **59.95**
D. Compo frame, antique gold finish; gold veined mirror panel, 30x42"..... **59.95**

***See important information on page 8.**

10 DAYS!

72x58" **26.99** pr.

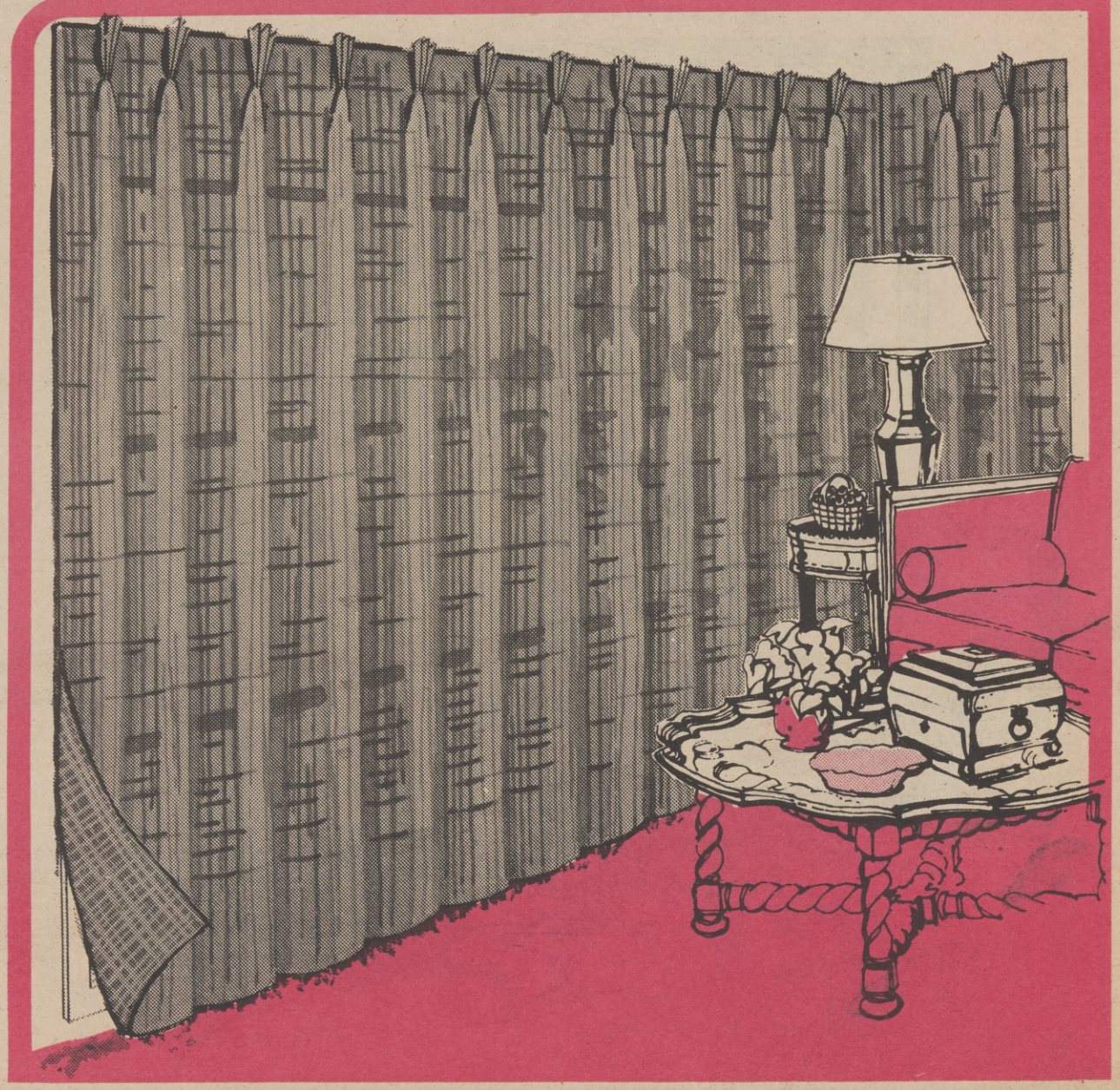
Get special introductory prices now on High Sierra malmo-weave draperies!

Open weave casement, no-iron, washable draperies in vibrant blue, champagne, gold, green, lime, pumpkin or white. Dimensionally stable fabric helps prevent sagging. Don't miss this opportunity to add an extra bit of outdoor excitement to your living room, dining room, family room — across sliding doors! You'll save many dollars during this limited time offer.

Specially priced

72" width by 58" length, pair,	**26.99**
96" width by 58" length, pair,	**34.99**
120" width by 58" length, pair,	**44.99**
48" width by 84" length, pair,	**15.99**
72" width by 84" length, pair,	**29.99**
96" width by 84" length, pair,	**39.99**
120" width by 84" length, pair,	**49.99**
144" width by 84" length, pair,	**59.99**
168" width by 84" length, pair,	**74.99**
96" W. by 84" L. patio panel	**44.99**
120" W. by 84" L. patio panel	**54.99**

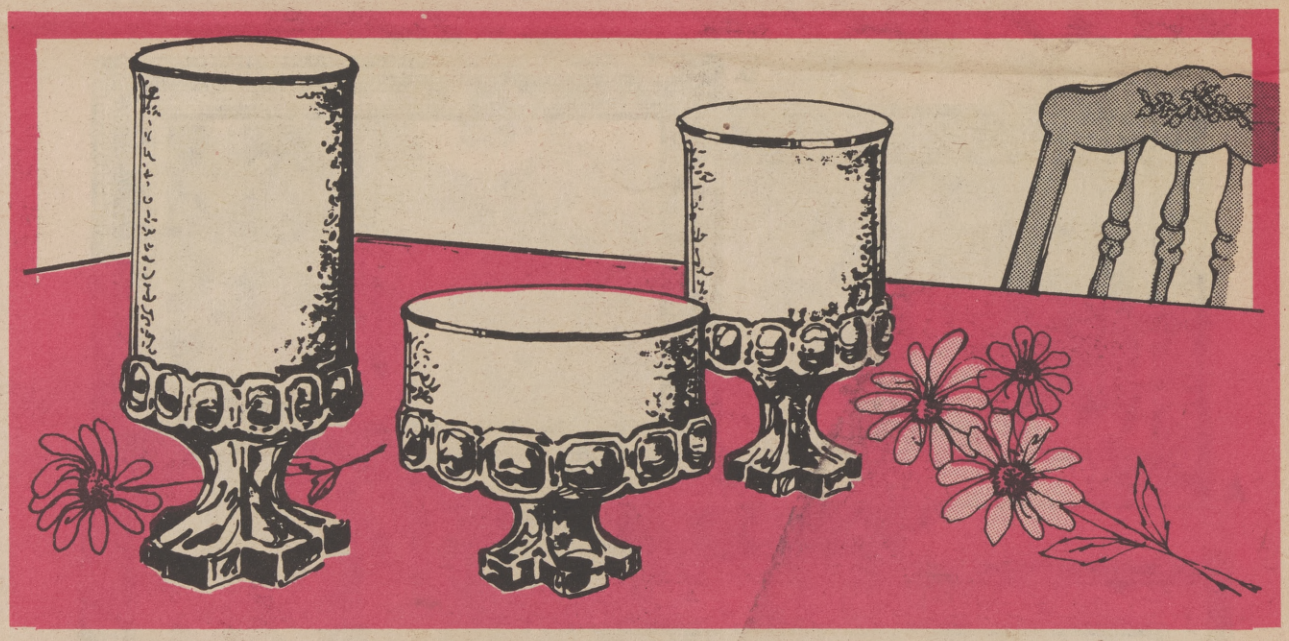
Allow 2 weeks for delivery



SAVE 20%

Fine Franciscan crystal in 6 colors, now $3 each!

Regularly 3.75 each. Hand molded, leaded crystal in your choice of smoke, olive, blue, cornsilk, plum or citron. Goblet, juice/wine and sherbert in exquisite "Madeira" pattern will add a touch of elegance to your dinnerware — even the most casual. Limited time offer, so hurry to Breuners and save a full 20%!



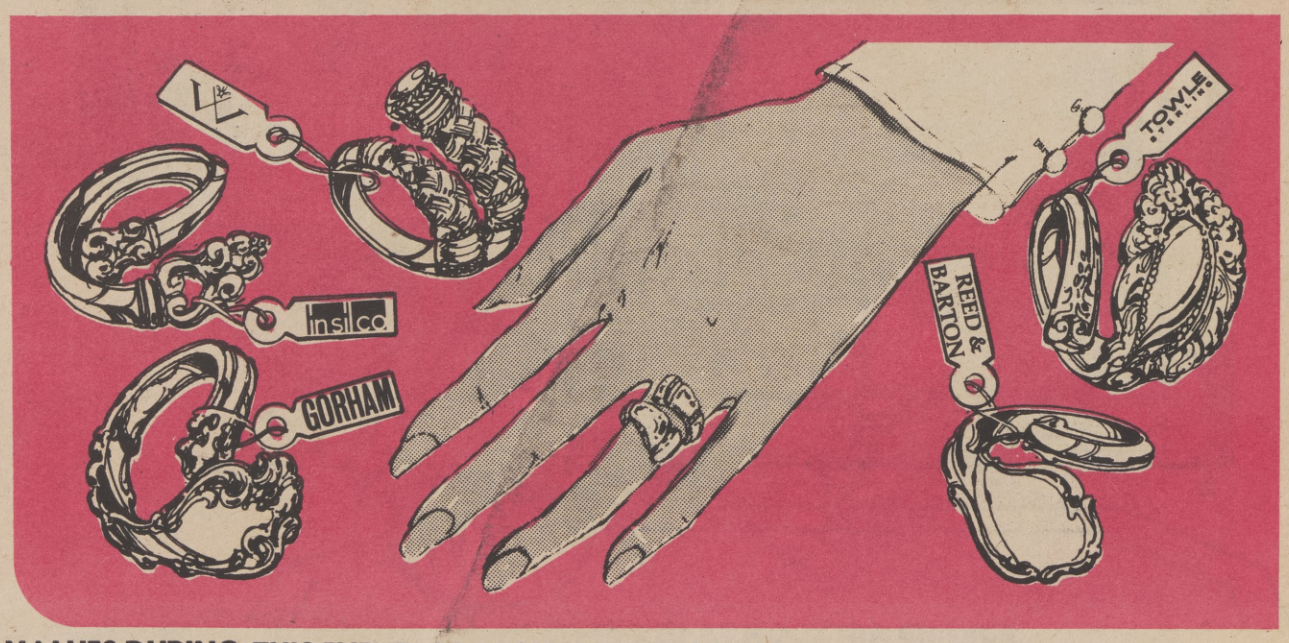
Popular sterling silver spoon rings, priced low!

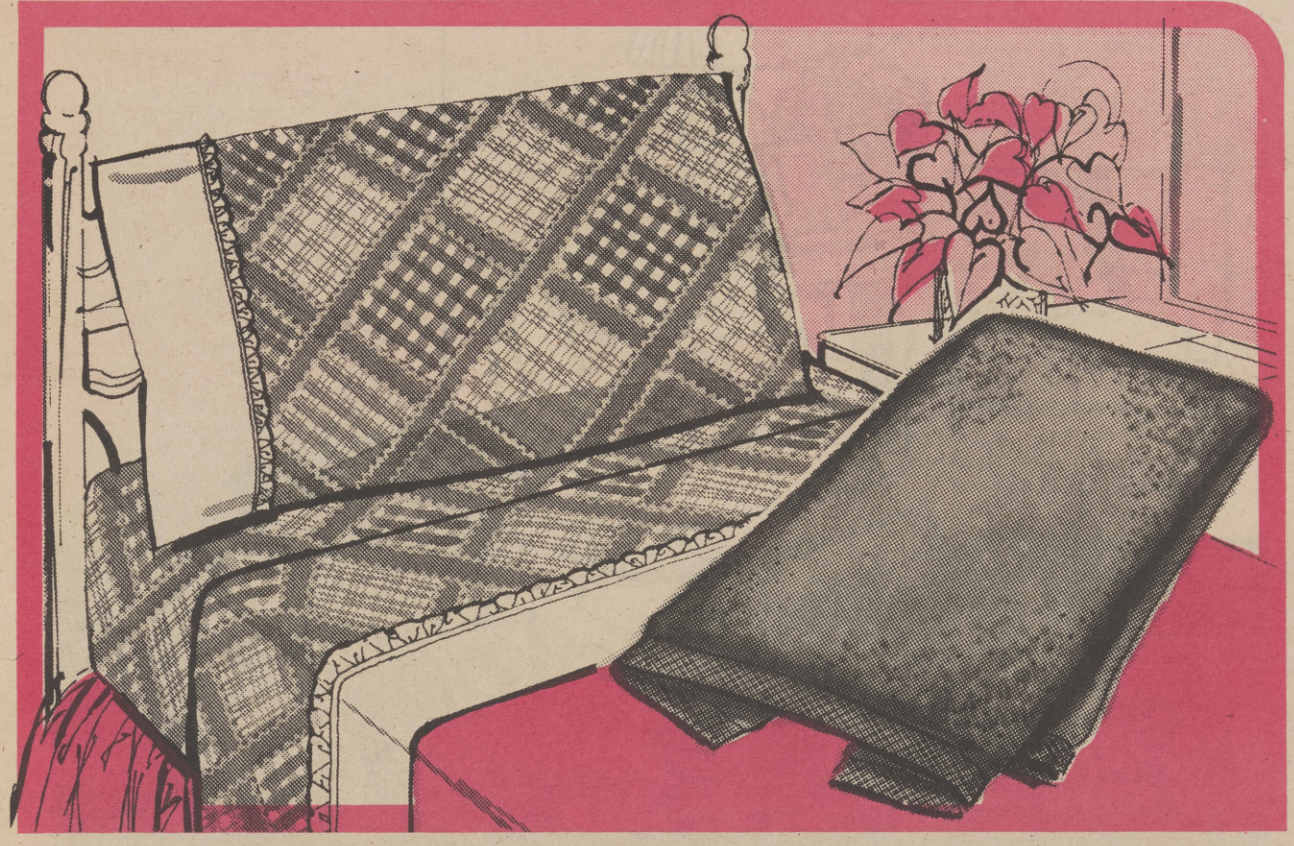
9.95 to 12.95

Crafted from real sterling silver spoon handles, in the most popular patterns, from famous manufacturers. Reed & Barton, International, Towle, Gorham and Wallace. Patterns (clockwise from top): Golden Aegean Weave, King Richard, Hampton Court, Strasbourg and Royal Danish**. Wonderful gift for Mother!

Many other patterns to choose from. Come see!

**Made in U.S.A.





Save on Fieldcrest® fine percale sheets and cases

"Virginia Reel" brings you a country patchwork pairing of gingham and tattersall in pink or blue with ruffled lace insert on 5" white hem. No-iron polyester and cotton stays smooth and fresh. In all sizes at all Breuners.

	Reg.	Sale
Twin flat or fitted sheet, each	7.25	5.99
Full flat or fitted sheet, each	8.25	6.99
Queen flat or fitted, each	11.25	9.99
King flat or fitted, each	14.25	12.99
42x36" pillow case, per pair	5.50	4.99
42x46" pillow case, per pair	6.00	5.49

Save on Fieldcrest® terry towels with a big thirst!

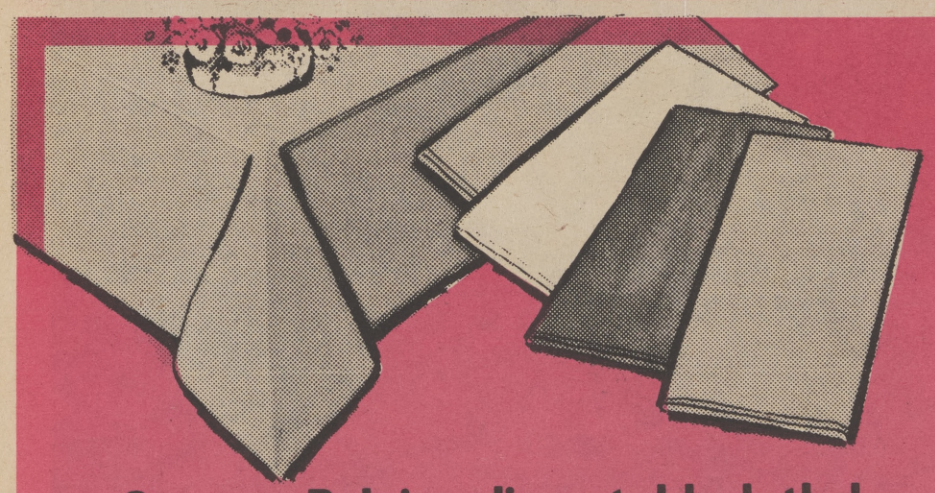
Our elegant Lustre "Soft Touch" towels thrive on soaking up water! Dobby bordered cotton terry with one side sheared for glowing beauty. Available in 16 exciting colors. Stock up now!

	Reg.	Sale
25x50" bath towel, each	5.50	4.49
16x30" hand towel, each	3.40	2.89
13x13" wash cloth, each	1.30	1.09

Save on fringed rugs by Tennessee Tufting, now!

Royalty 100% nylon rugs with knotted fringe, sculptured pile and skid-resistant Durogan® backing. Machine washable and dryable. Choose ivory, topaz, bronze, siamese, moss green or dresden. Be early for these big values!

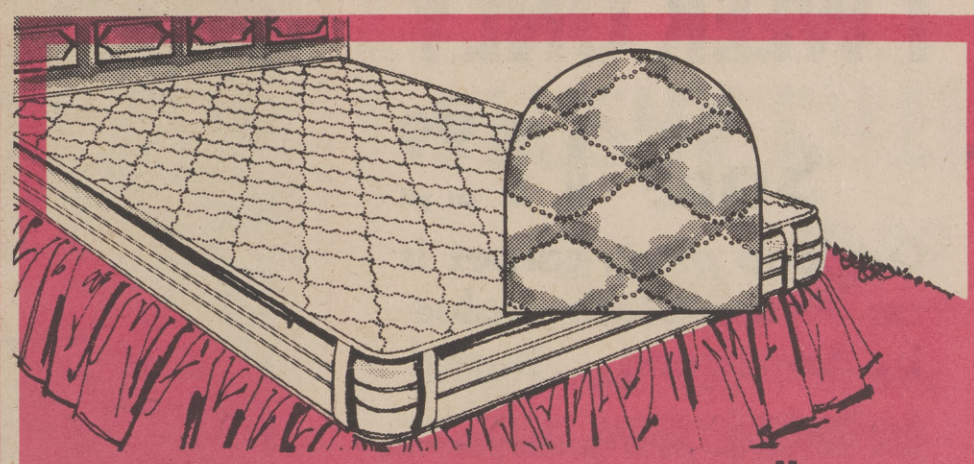
	Reg.	Sale
21x36" rectangular, each	6.00	3.99
Contour style, each	6.00	3.99
27" round, each	6.00	3.99
27x48" rectangular, each	11.00	7.99
36x60" rectangular, each	16.00	11.99
Lid cover, each	4.00	2.99



Save on Belgium linen tablecloths!

Created expressly for Breuners and Leacock in Belgium. 65% linen, 35% polyester permanent press fabric. Choose red, oyster, lemon, cornflower, olive, gold, brown, sand. Be early!

	Reg.	Sale		Reg.	Sale
52x52" square	8.00	6.99	62x126"	28.50	24.99
52x70" oblong	11.00	9.99	70" round	20.00	16.99
62x84" oblong	20.00	16.99	90" round	35.00	31.99
62x104" oblong	24.00	21.49	Napkins	1.50	1.19



Quiltra Sonic mattress pad!

New stitchless quilting, securely bonded by hi-frequency sound waves. Filled with fluffy Vycron® polyester fiberfill for greater loft. Snag free. Machine washable. Save!

Anchor band.	Reg.	Sale	Contour:	Reg.	Sale
Twin size	6.00	4.99	Twin size	8.00	6.99
Full size	8.00	6.99	Full size	11.00	8.99
Queen size	11.00	9.99	Queen size	14.00	11.99
King size	14.00	11.99	King size	16.00	13.99

YOU MAY WIN! ENTER BREUNERS VACATION SWEEPSTAKES! SEE PAGE 15 FOR ALL THE DETAILS!

1 WEEK ONLY

Sale 4.99 sq. yd.

Special low prices now on durable Evans-Black carpets by Armstong!

"Palisade" offers rugged good looks and durable three-level construction! It is tough enough to take an active family's wear and tear ... and so easy to keep clean. The reason is pile of 100% continuous filament nylon. Breuners gives you eighteen rich solid colors to choose from; a color for every decor. Perk up your room! Give it a color lift by adding this smart new low priced carpeting from Breuners.

CALL BREUNERS TODAY!

Shop-At-Home service. Can't come in? Call Breuners. We'll come to you with carpet samples to assist with fiber, texture, color selection. We'll take measurements, give estimates. There's no obligation to you!

1 WEEK ONLY

Sale 11.99 sq. yd.

Cut-loop plush carpet is an Evans-Black value by Armstrong ... hurry!

Our "Royalton" carpeting is an extra dense, thick, luxurious low profile cut, loop plush. The high-lighted wave pattern is just subtle enough to blend in with any room scheme, any room decor. 100% nylon pile assures you of longer wear, easy-care, texture retention. We've twenty-five exciting colors for you to choose from; all of the tones that are most popular today. Hurry! 1 week only at this special price.

Evans-Black Carpets
by Armstrong

NO CHARGE FOR EXPERT DECORATING ADVICE WHEN YOU SHOP AT BREUNERS. ASSISTANCE IS "ON THE HOUSE". OURS!

16 COLORS!

Sale 6.99 sq. yd.

One week only at this price — 100% Fortrel® polyester yarn carpeting!

"Rampart", a plush carpet fashion from famous Trend Mills! Deep, dense pile of 100% polyester yarns in a decorative cut-loop shag pattern, offers luxurious resiliency and durability. Choose from 16 beautiful, rich solid and tweed colorations ... add new dimension to your rooms at Breuners special, limited time price! Call for our Shop-At-Home service today. We'll bring carpet samples to your home!

It Pays To Buy Carpet At Breuners!

- We carry only brand name carpets, so you get top quality
- Expert installation available by our experienced craftsmen
- Our sales people are fully qualified to offer you expert advice with your color schemes
- Our 12-store buying power gives you the finest selection
- We offer convenient monthly credit payment plans.

PLUSHY PILE!

Sale 8.99 sq. yd.

One week only! Famous Trend Mills carpeting of 100% nylon yarns!

"Saratoga," a deep, dense cut and loop sculptured carpet of heat-set 100% nylon yarns ... your assurance of extra-long wear, excellent texture retention and ease of care! Choice of 15 colors. Ideal for active families. Wall-to-wall installation over sponge rubber available at moderate additional price. Call us today for an estimate . . .without obligation!

3-PIECES!

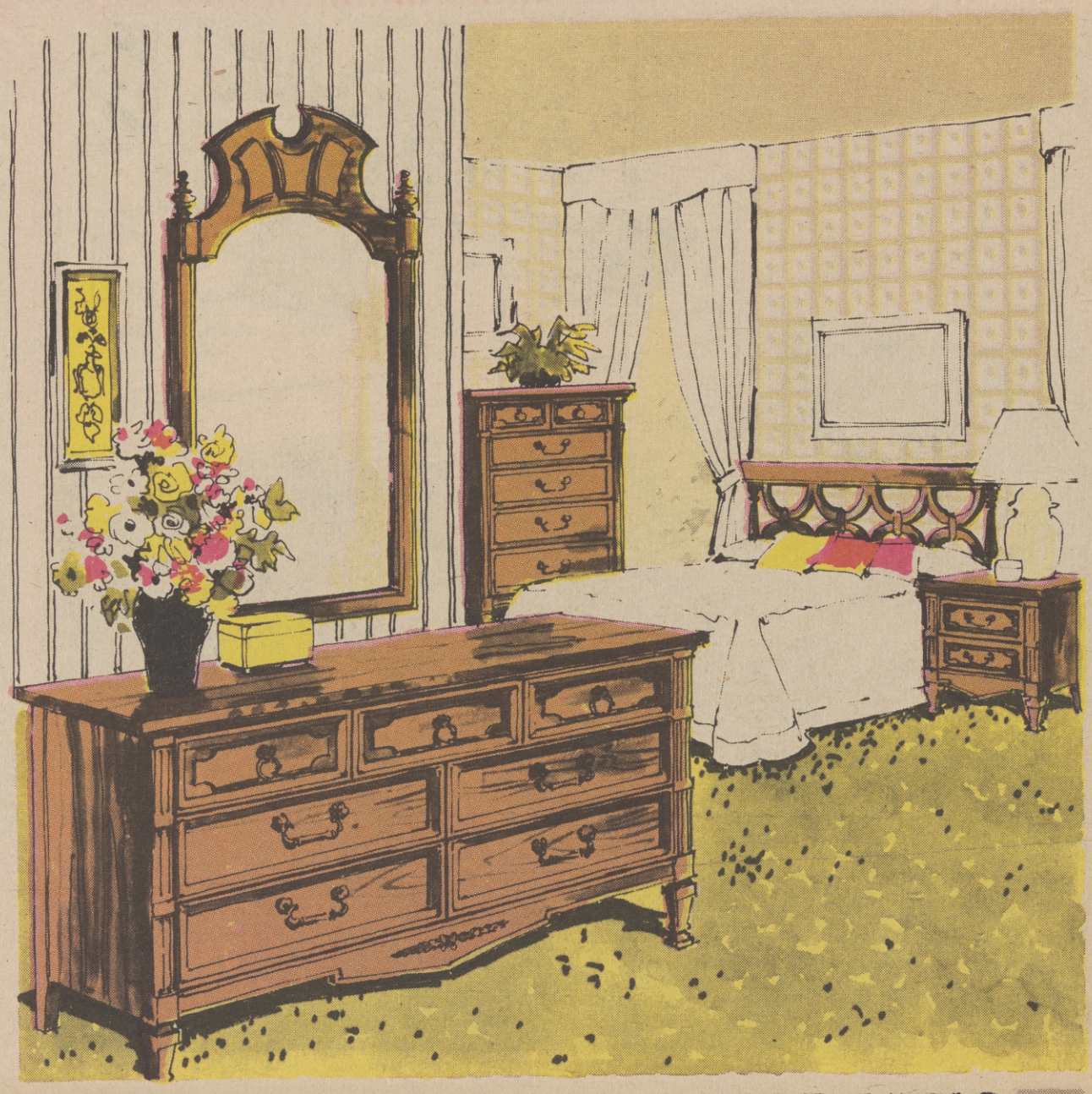
399.95

$18 monthly*

A triple dresser, full or queen headboard and a roomy vertical mirror!

The stately look and restrained elegance of Italian Provincial can now be yours, because Breuners is offering these three fine pieces at one low price! Price includes ... 7-drawer triple dresser, vertical mirror (28x49" framed size) and full or queen headboard. Each piece is beautifully crafted in grained veneers and selected hardwoods with a soft Sauterine stain finish. A truly graceful set!

Matching chest measures 36x18½x48" high, 5 roomy drawers, just..... **$169**
Matching nightstand, 26x17x24½" high, 2-drawers for bedside storage...**$109**



SAVE 20%

A Breuners exclusive on Pacific bedspreads, sale priced for 5 days only!

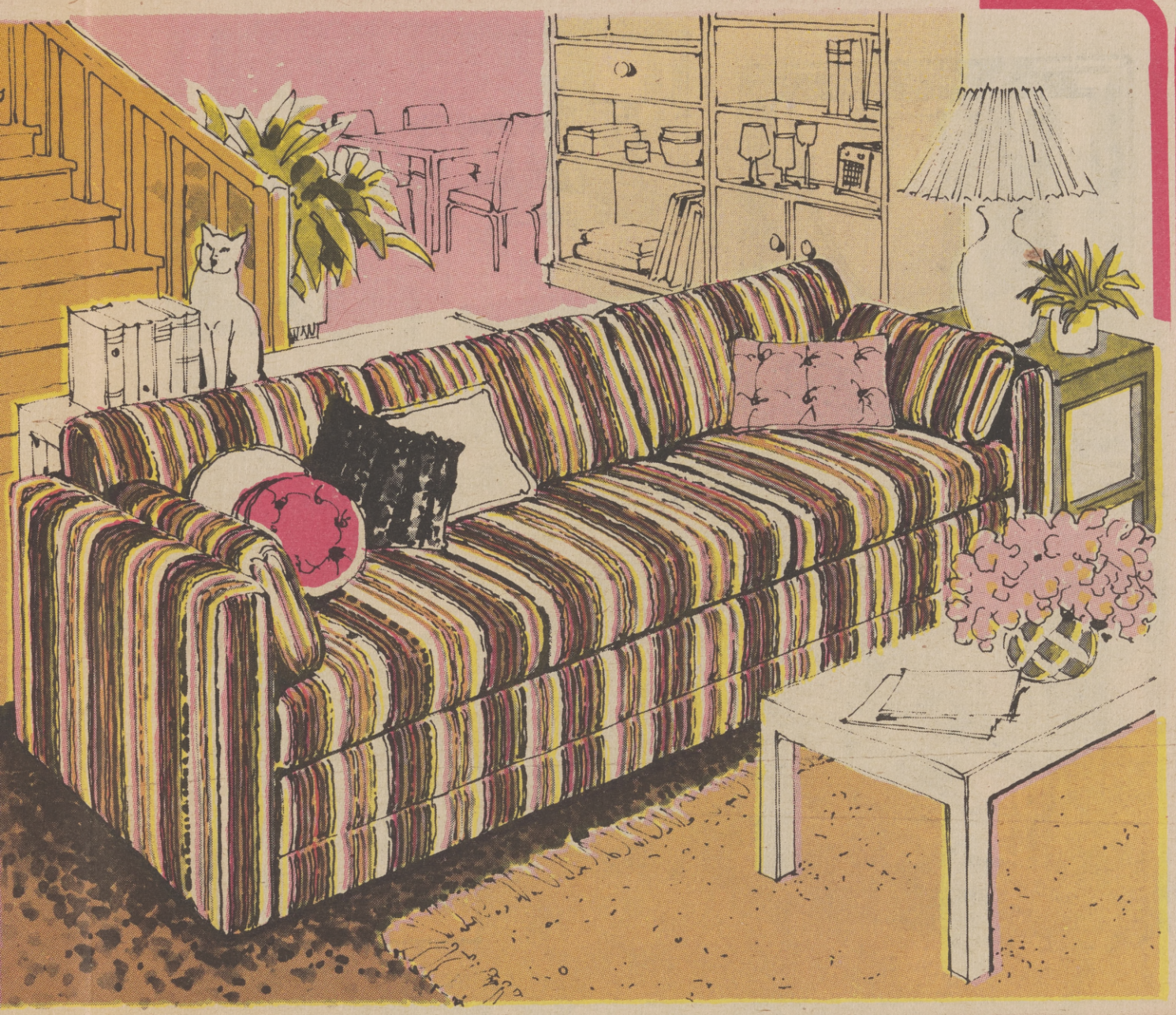
Throughout Northern California, only Breuners has Pacific bedspreads ... made in the West for Western tastes and homes. Now Breuners offers their entire stock at 20% savings. All are deeply quilted over polyester fill. Here are just 2 examples of the exciting savings:

Adorable is a patchwork look bedspread in three colors: yellow, pastel pink, blue.
Twin size, regularly $45..... **Sale 36.00**
Full size, regularly $47..... **Sale 37.60**
Queen size, regularly $62..... **Sale 49.60**
Cal King size, regularly $62..... **Sale 49.60**

Veloura, popular bedspread in solid gold, moss, yellow, blue, red, brown and pink.
Twin size, regularly $53..... **Sale 42.40**
Full size, regularly $61..... **Sale 48.80**
Queen size, regularly $83..... **Sale 66.40**
Cal King size, regularly $83..... **Sale 66.40**

Many more styles available from our Pacific selection at 20% off. Plus, save 20% on all custom, hand-guide quilted bedspreads.

On Breuners Revolv-A-count no finance charge is added to purchases paid within 30 days from billing date or purchases paid within 90 days in 3 equal payments. Finance charges are based on the previous balance before adding purchases or deducting pay



BIG VALUE!

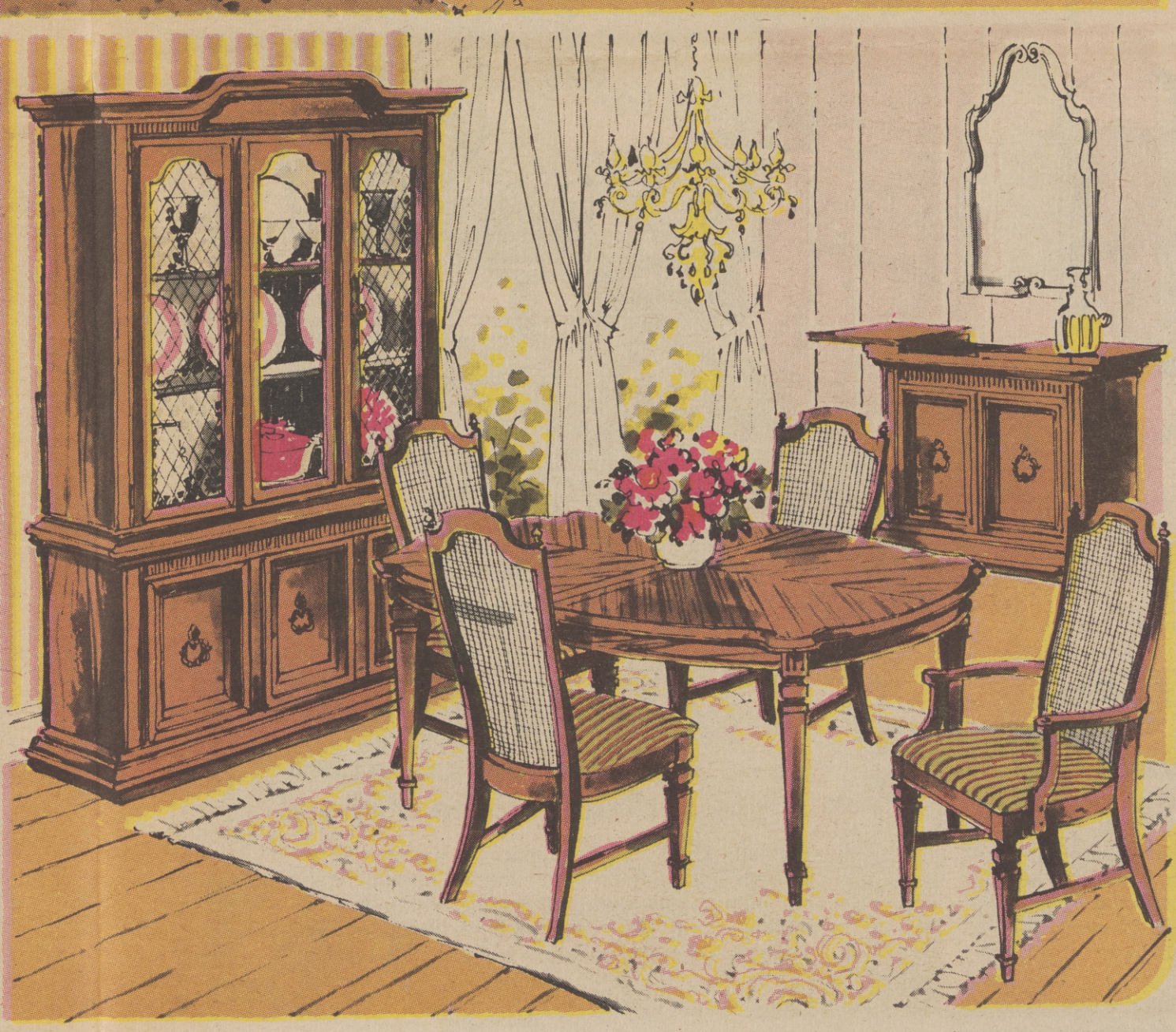
299.50

$14 monthly*

8-foot sofa, covered in tweed Herculon® olefin fiber that resists stains!

Rich beige, russet and brown tones form an exciting tweed pattern on this spectacular loose pillow-back sofa. Clean lines and contemporary styling make this sofa an asset to living room, family room or den. And, you'll appreciate the stain-resistant qualities of Herculon®... especially if you have children or pets! Sofa comes complete with two bolster pillows. An investment in comfort! Order your beautiful new sofa today. We'll deliver it to your home at no extra charge. Another good reason why it pays to shop at Breuners, where service still counts!

Loveseat also available at..... **269.50**



ELEGANCE!

An Italian Provincial dining room set with top quality features!

This graceful Italian Provincial ensemble offers quality features, such as chairs upholstered in gold velvet (49% cotton, 33% rayon, 18% acetate) treated with Scotchgard® fabric protector to resist stains! Wood construction is pecan veneers and oak solids with a mellow pecky pecan stain finish. Server features a plastic laminate top to resist heat and stains. China deck has a simulated wood back panel and carved effects of polyurethane. At Breuners now!

Oval table, 42x62", extends to 98" with 1-12" apron leaf and 2-12" non-apron leaves. Table legs are solid oak..... **299.50**
Arm chair of solid oak..... **89.95**
Side chair of solid oak..... **79.95**

2-pc. china with glass shelves on top and interior light, 78" high..... **599.50**
Server measures 38x18x31"..... **289.50**

*chases or deducting payments or credits Periodic rates are 1½% per month on balances under $1000 and 1% on balances in excess of $1000 which are Annual Percentage Rates of 18% and 12% respectively. The minimum periodic payment on balances up to $240 is $10 per month.

SAVE $50

Sale 299.95

$14 monthly*

Cal shops® triple dresser 'n mirror, reg. 349.95

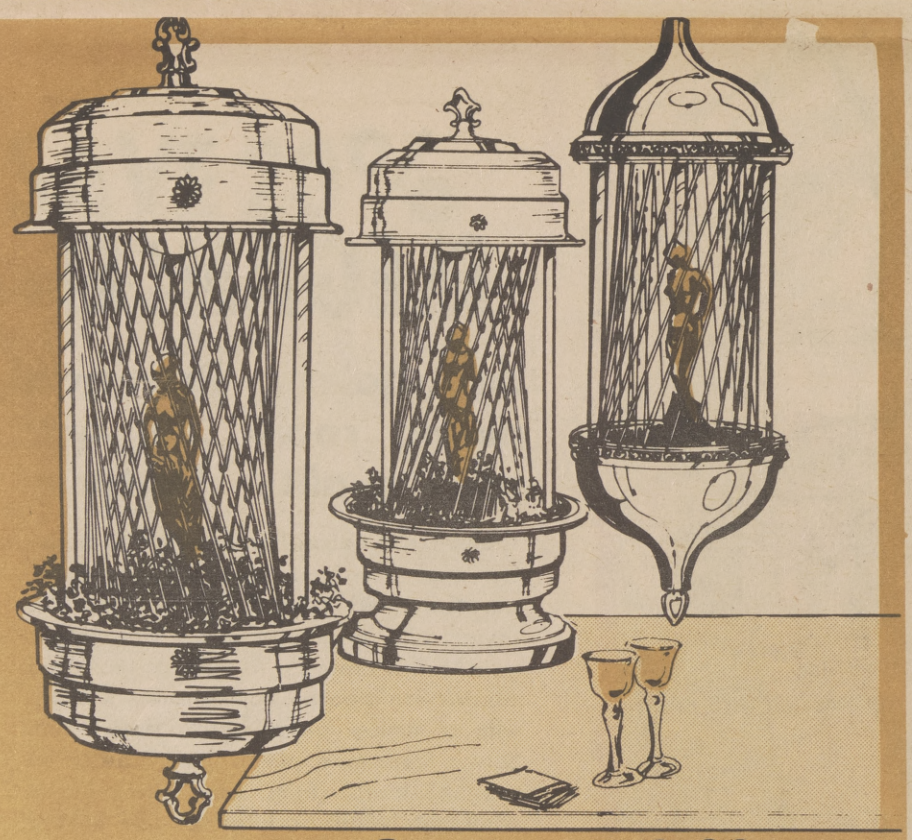
Americana personified! Cal Shops craftsmanship and careful attention to detail make these furnishings pleasant and convenient to live with. Authentic styling gives a warm feeling, typical of the American past. Made of select hardwoods and veneers with custom detailing, then finished with a warm maple stain. It makes a home! Limited time sale!

Chest with five roomy drawers, regularly 269.95. You save $40..... **Sale 229.95**

Commode with three drawers, regularly 129.95. You save $15..... **Sale 114.95**

Full or queen size headboard, regularly 109.95. You save $15..... **Sale 94.95**

Night stand with one shelf, one drawer, 109.95. You save $20..... **Sale 89.95**



Sale 69.99

Your choice of swag or table rain lamp, regularly 79.99

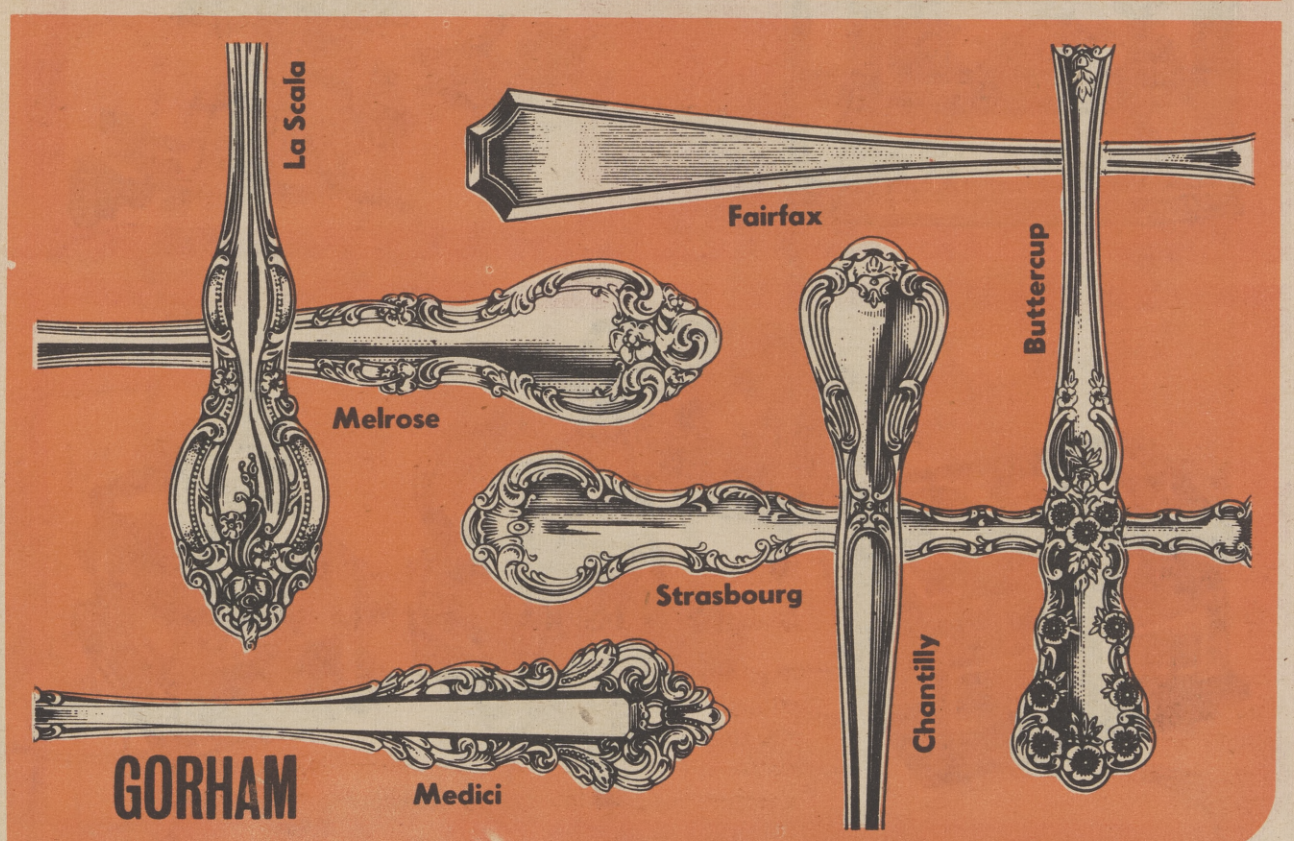
Choose 30" swag or 30" table lamp in "Flemish" bronze finish; Contemporary style 30" swag in mirrored chrome finish. Each contains a graceful figurine in antique gold finish, surrounded by greenery. Circulating pump creates a continuous flow of liquid down nylon strands. Unique!

Sale 188.00

Save 31.50 on this easy-care 5-piece rattan dinette set now!

Regularly 219.50 set of exceptionally durable, yet surprisingly lightweight, rattan includes: 42" round table with mar-resistant high-pressure plastic laminate top and four matching chairs with wipe-clean, black vinyl covered seat cushions. Designed for beauty as well as service. Save!

BREUNERS PRICES INCLUDE PRE-DELIVERY SERVICING. YOUR COMPLETE SATISFACTION IS ASSURED WITH EVERY PURCHASE!



SPECIALS!

Sterling silver and crystal create fine gift items!

Put some sparkle in home entertaining with these elegant pieces! Or give to friends, relatives, brides-to-be. Ideal for Mother's Day too! Take advantage of these low special purchase prices while quantities last. Hurry to Breuners!

Bud vase, 10" high, just..... **7.99**
Cake plate, 10¾" diam., just..... **11.99**
Covered candy, 7¾" high, just..... **11.99**
Salt & pepper, 5⅛" high, just..... **14.99**
Candlesticks, ea. 3½" high, pair..... **14.99**
Hurricane lamps, ea. 11" high, pair. **24.99**

Entertaining pieces in silverplate and crystal

When you want to serve up something special, use these beautiful pieces! Each one is the result of fine craftsmanship, designed to create a gracious aura in your home. Gleaming lead crystal is accented with silverplate! Nice gifts!

Divided server, 8½" diam., just..... **8.99**
Stack coasters, set of 6, just..... **8.99**
Bottle coaster, wood center..... **8.99**
Ice pail with tongs, 6" high..... **14.99**
Salad bowl & servers, 8½" diam..... **14.99**
Epergne with 2 bowls, 9½" high..... **17.99**

Newlyweds save on finance charges for 1 year! Open a special "Newlywed Account". No finance charge will be added for 12 months from date of first purchase, providing purchase is made within one year of marriage date. Yes! Breuners loves Newlyweds.*

*See important information on page 8.

Gorham sterling sale . . . 25% off all open stock!

Magnificent savings for people who prefer magnificent Gorham sterling. This is the time to add extra place setting pieces or those necessary serving pieces. Choose from 24 patterns. A limited time offer so hurry! Price example: Chantilly teaspoon, reg. 21.50.... **Now 16.13**

Gorham's Trade-In Offer

If you've fallen out of love with your present sterling pattern, we'll take it on trade, piece by piece. You can take your choice of an equivalent weight Gorham sterling piece (all active patterns) and, in addition **we'll deduct 50% off the open stock sale price!**

Price example:

Chantilly teaspoon, sale priced at 16.13, yours for just 8.07 when you trade in a sterling piece of equivalent weight.

SPECIAL!

Three-dimensional metal wall sculpture crafted by Artisan House Studio!

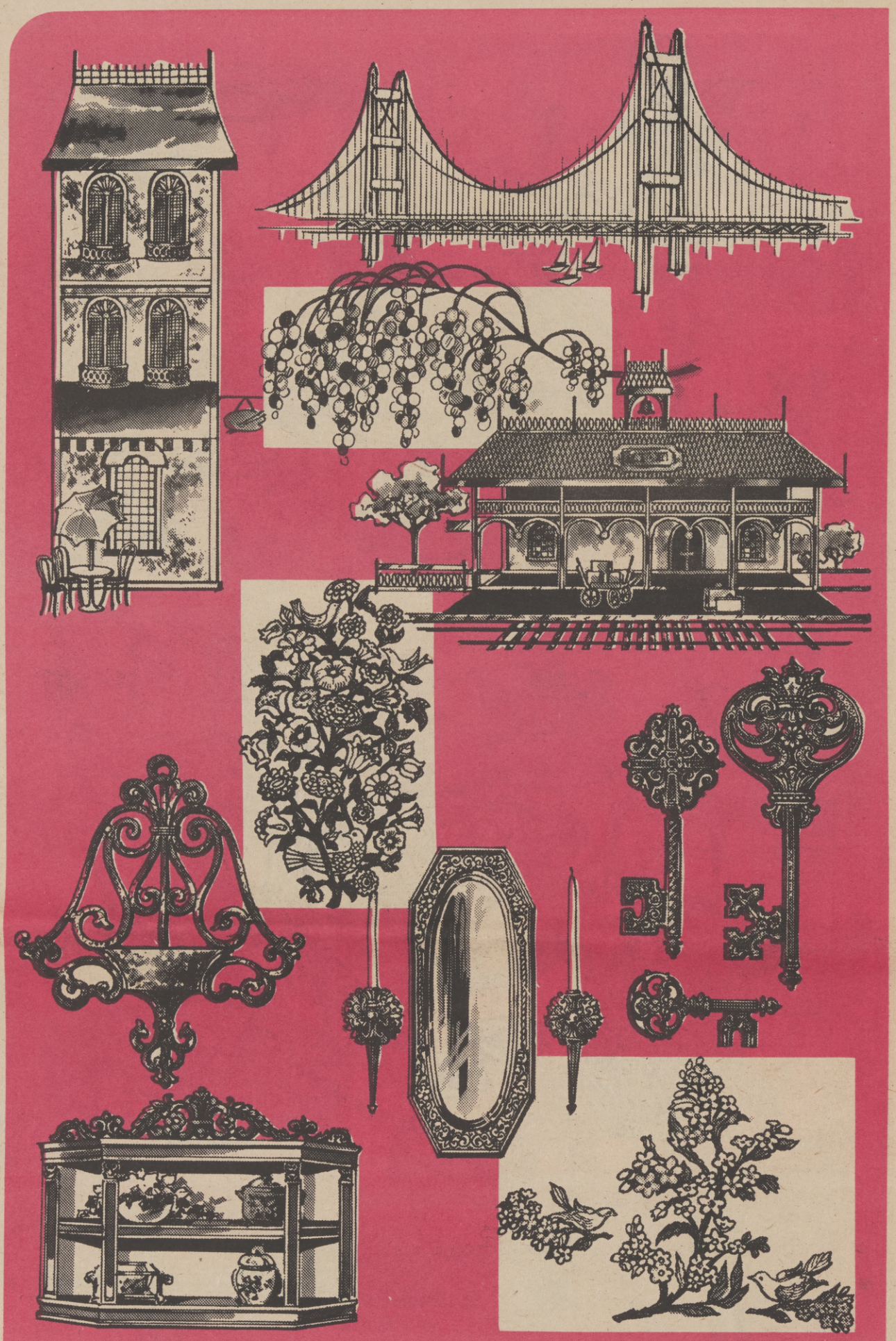
Metal sculpture is an exciting art form that can lend drama to the walls of your home. Hand welded of burnished metals enhanced with color, each piece captures a nostalgic feeling of some cherished moment in place or time. Each piece is crafted under the expert supervision of master craftsman, Curtis Jere.'

"Latin Quarter" in coppertone and natural brass is 17x37" high, value at..... **84.95**
"Golden Gate Bridge" has special appeal to Californians, 60x33" high..... **149.95**
"Everglades", a gracefully arched bough, 54x33" high. Copper and brass..... **144.95**
"Whistle Stop" in brass and steel, 46x33" high. An exciting buy..... **144.95**

Just $16 — Syroco wall accents in an assortment of designs and finishes!

Here's a wide assortment of wall accents designed to lend a decorator touch to your home—at special purchase savings! Each piece is finely detailed and exquisitely finished. Add drama to a foyer, living room, dining room—any room you'd like to make special!

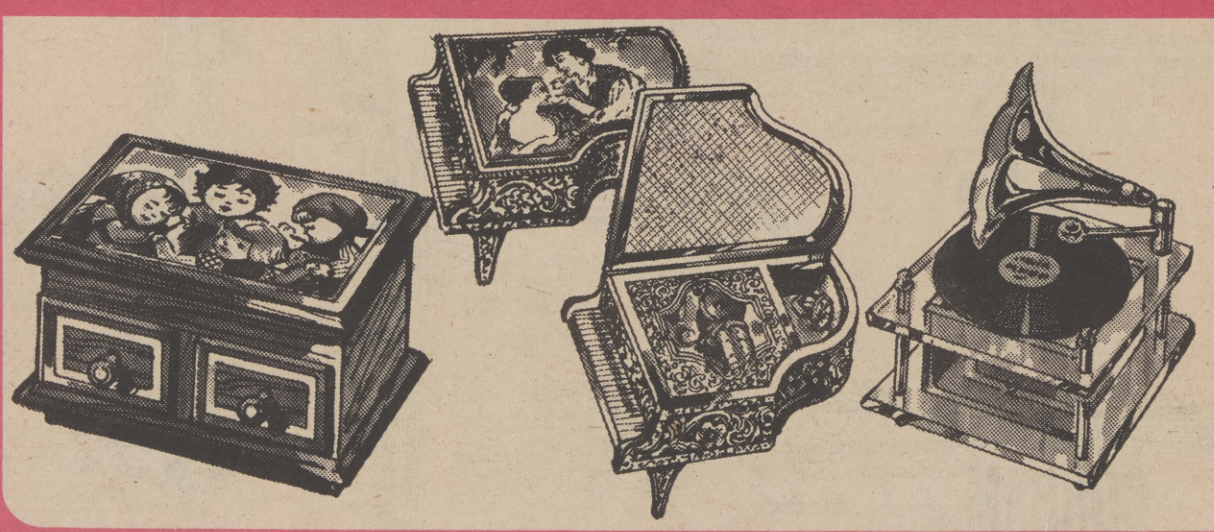
Floral wall plaque in toledo gold & white finish measures 38x21" high..... **$16**
Key plaques, 3-pcs. measure 24x8½", 18x8", 12x6". Empire gold finish..... **$16**
Curio cabinet with traditional styling. Toledo gold finish, 24x19" high..... **$16**
3-pc. mirror set, toledo gold finish. 9x22" mirror, two 9" sconces..... **$16**
Wall planter in burnished gold finish, 24½x23¾x4¼", functional beauty..... **$16**

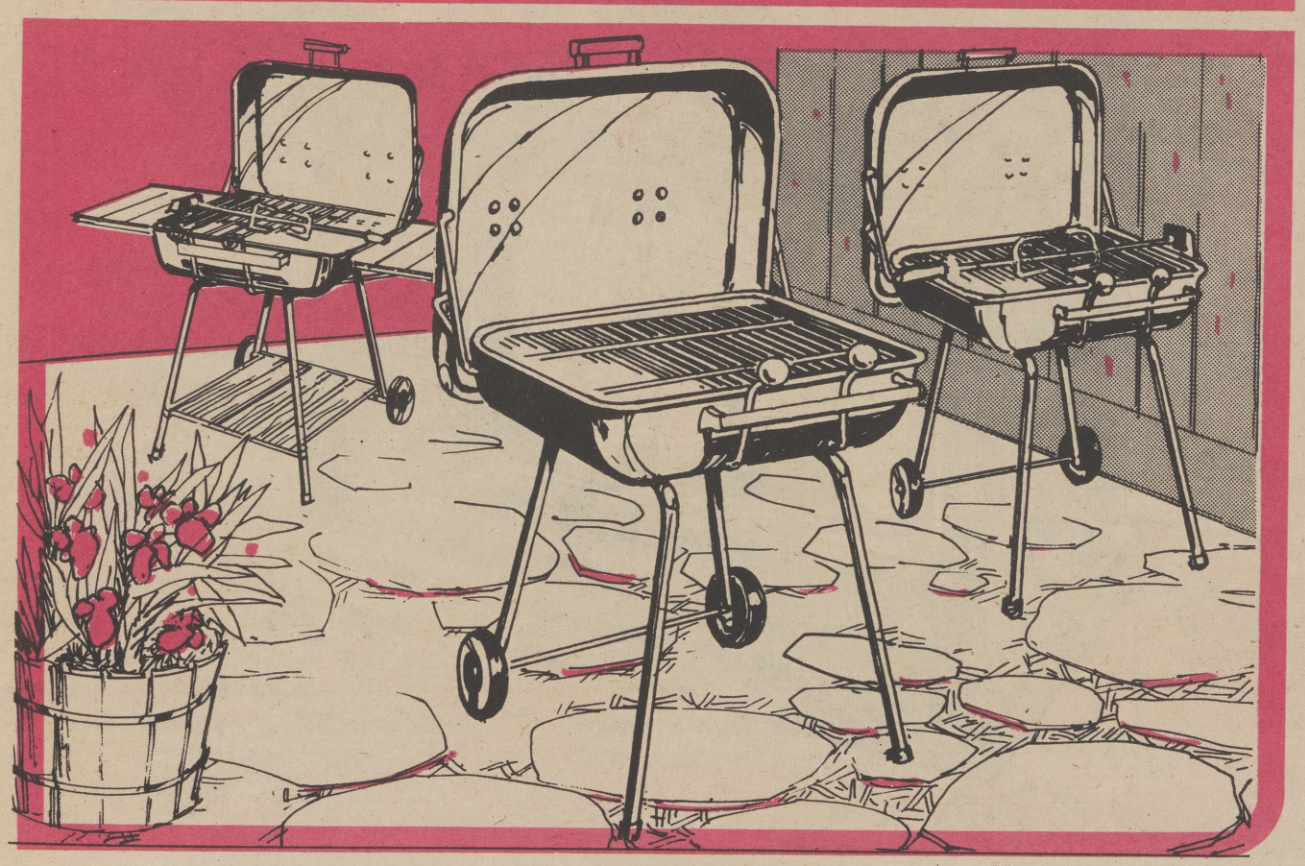


11.95

Music boxes, the ideal gift for Mother's Day

Charming music boxes for someone special...
"Deluxe 2 Tune" music box with velvet lined jewelry compartment..... **11.95**
"Grand Piano" music box with silk screen top, velvet jewelry compartment..... **11.95**
"Old Gramaphone" music box looks like an old fashioned record player..... **11.95**





VALUES!

13.50 to $70

Storage racks for people who really love wine!

A good wine is the product of years of care and attention. It deserves to be pampered right up to the moment you drink it! These racks were designed to do just that. They were also designed to be a handsome addition to your home. Shown here are just a few of the many styles now at Breuners! Come see them all!

7-bottle wine rack, arch design..... **13.50**
17-bottle wine rack, arch design..... **24.00**
4-bottle rack, butcher-block top..... **14.00**
12-bottle rack, butcher-block top..... **25.00**
39-bottle "Junior Jumbo" wine rack..... **70.00**

54-pc. set for 8 **24.99**

Special purchase savings on stainless flatware!

Solid stainless steel flatware from United Silver at a low special purchase price! You get eight 6-piece place settings, plus six serving pieces. All practical, dishwasher safe, lovely enough for entertaining! Shown (l. to r.): new Cortina, Decor, Karisma. Select your favorite!

Also available: 3 other United Silver stainless patterns. Shown (r. to l.): Viking, Cubelero, Acadia. 54-pc. set for 8..... **34.99**

Sale 29.99

Regularly 39.95

You'll enjoy cooking on a big Swinger Bar-B-Q

Swinger, featured, is designed to make outdoor cooking easy, tasty and fun! 18x18" Hi-Lo tilt cooking grid lets you cook rare, medium and well-done at one time. Assembled; just attach the legs. Easy to lift-out ash dump.

Swinger (not shown) deluxe model features big 24x24" cooking grid..... **64.95**
Swinger (right) with rotisserie motor, spit rod, 2 meat forks and 18x18" grid..... **69.95**
Swinger (left) with features of grill at right, redwood wings and leg shelf..... **89.95**

COLOR BUYS!

398.88

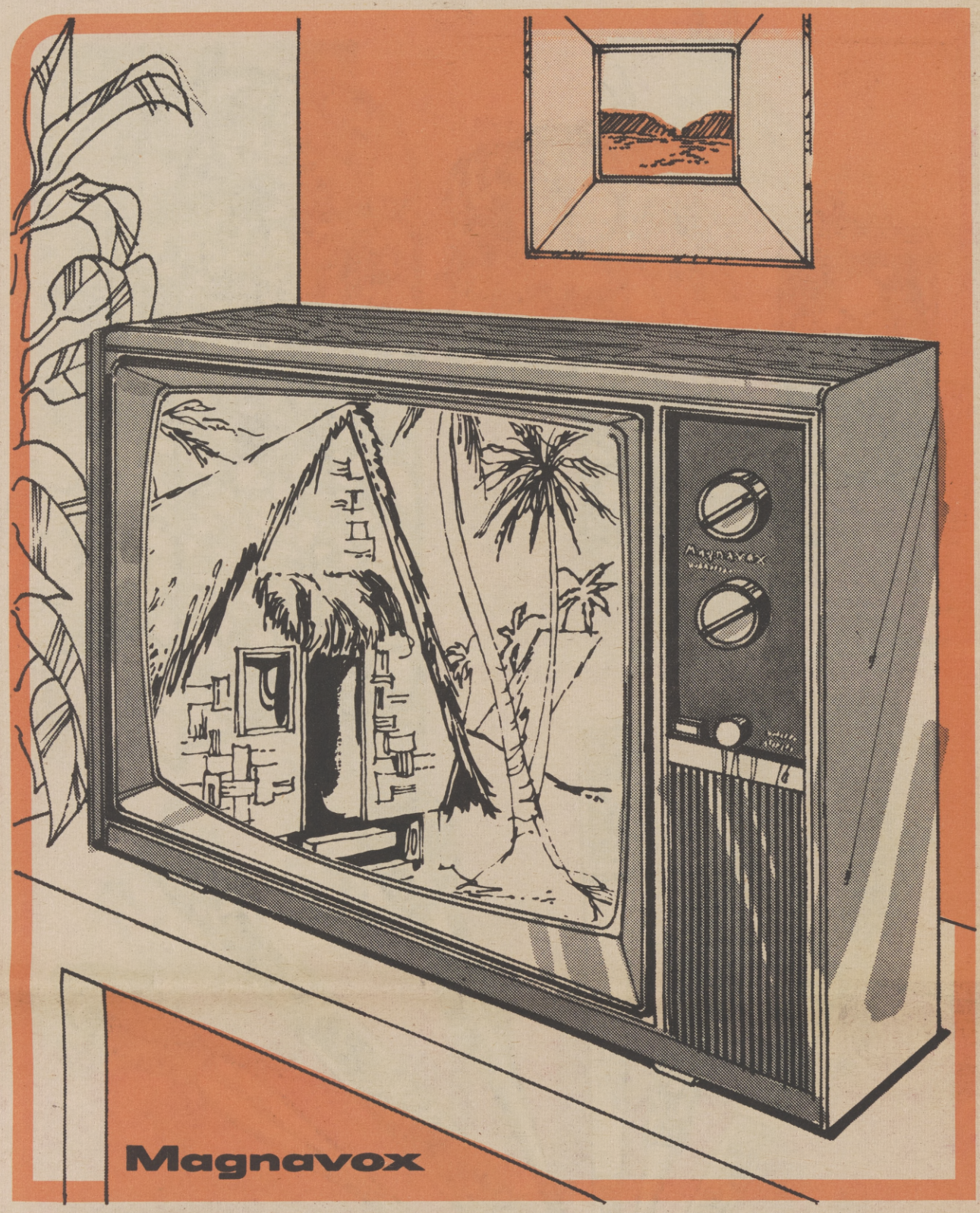
$18 monthly*

100% solid-state color 19" diagonal pictures!

At last! A famous Magnavox 19" diagonal picture color portable that everyone can afford! Includes the reliablity of 100% solid-state modular chassis, the convenience of automatic fine tuning and automatic color control, and the enjoyment of bright, sharp, clear pictures. Super Bright In-Line Picture Tube. Cabinet of high-impact plastic promises years of durable service and ease of care. It measures a space-saving 24"L, 17¾"D, 16½"H. Buy yours now. Treat your family to the thrill of seeing their favorite shows in real color!

It's easy to "Charge it" at Breuners!

- BREUNERS OWN REVOLV-A-COUNT®
- MASTER CHARGE®
- BANKAMERICARD®



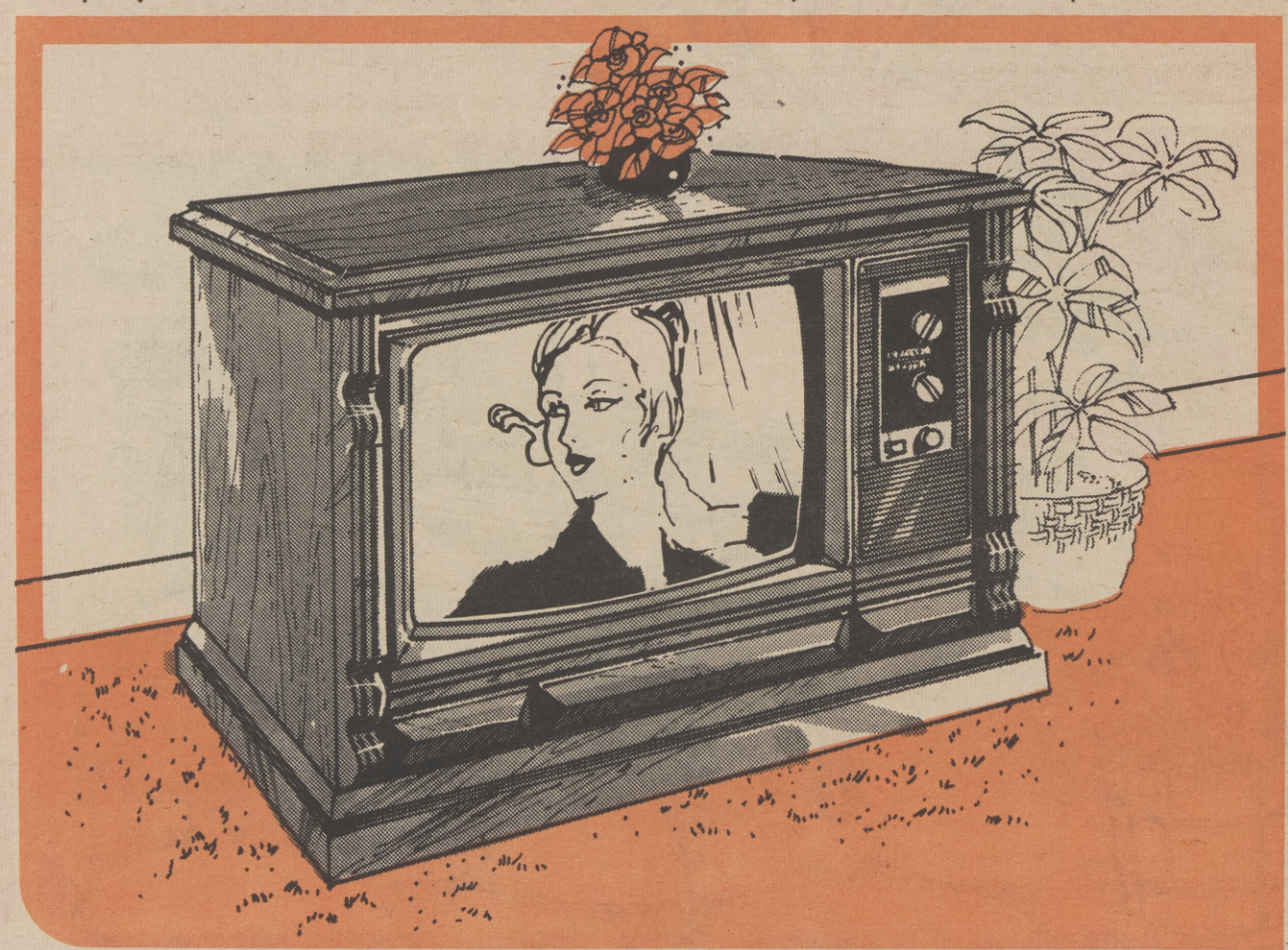
629.95

$28 monthly*

100% solid-state color 25" diagonal pictures!

Space-saving in size! Big in high performance features and fine furniture styling! Includes 100% solid-state chassis for cooler operation; fabulous Magnavox electronic eye that automatically adjusts the picture, contrast and color under any light conditions; the convenience of one-button color tuning. Console cabinet of hardwoods and hardboard with simulated wood accents in pecan stain finish.

*See important information on page 8.



Serta®

IT'S SPECIAL!

199.50

$10 monthly*

Quilted 2-piece queen size Serta Princess set!

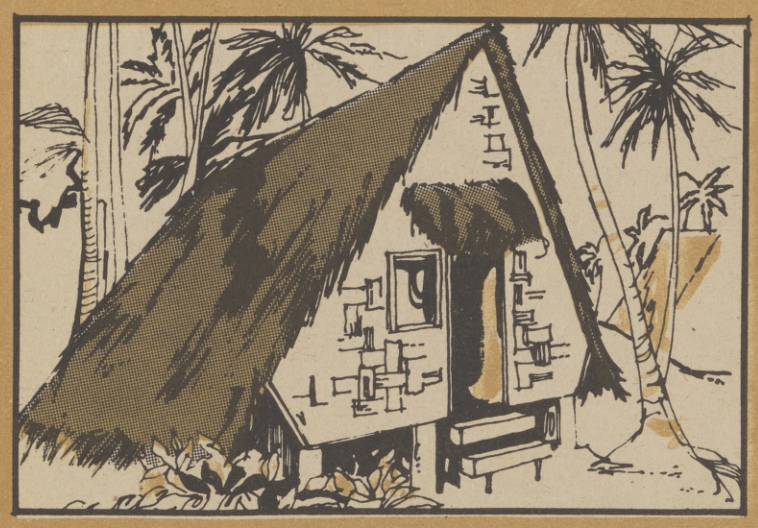
Quality! Comfort! Low price! It all adds up to an offer that's hard to beat! Come in and try this great sleep set. Stretch out and feel the wonderful support offered by multi-coil construction, two layers of polyurethane foam, pre-built vertical stitched borders and stabilized box spring. Queen sized, it offers 20% more sleep space than a full size. Quality, quilted cover in flocked mint green. 2-pc. twin set, **139.50;** 2-pc. full set **169.50.**

Available for immediate delivery!

*See important information on page 8.

You can be sure it's right at Breuners

A long established policy is the privilege of returning any item of merchandise that you do not feel looks right when it is delivered to your home. It is never necessary that an item be damaged or defective for it to be returned to Breuners. Customer satisfaction is thus guaranteed every Breuners customer in a meaningful way.



WIN! Enter now—only at Breuners May 2nd thru May 26th, 1974

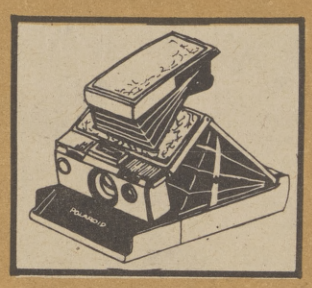
BREUNERS VACATION SWEEPSTAKES

● Nothing to buy ● You need not be present to win.

Here's your 'chance' to go native at the famous Club Mediterranee! Grand Prize includes French Polynesian meals, and your own South Seas style twin bedded bungalow! Very special kind of Club Med vacation — includes entertainment, recreation ,the use of water sports equipment and instruction by their qualified personnel! Enter Breuners Vacation Sweepstakes today — it may all be yours, sooner than you think! No obligation, of course.

GRAND PRIZE—9 Days in Tahiti for two at CLUB MEDITERRANEE

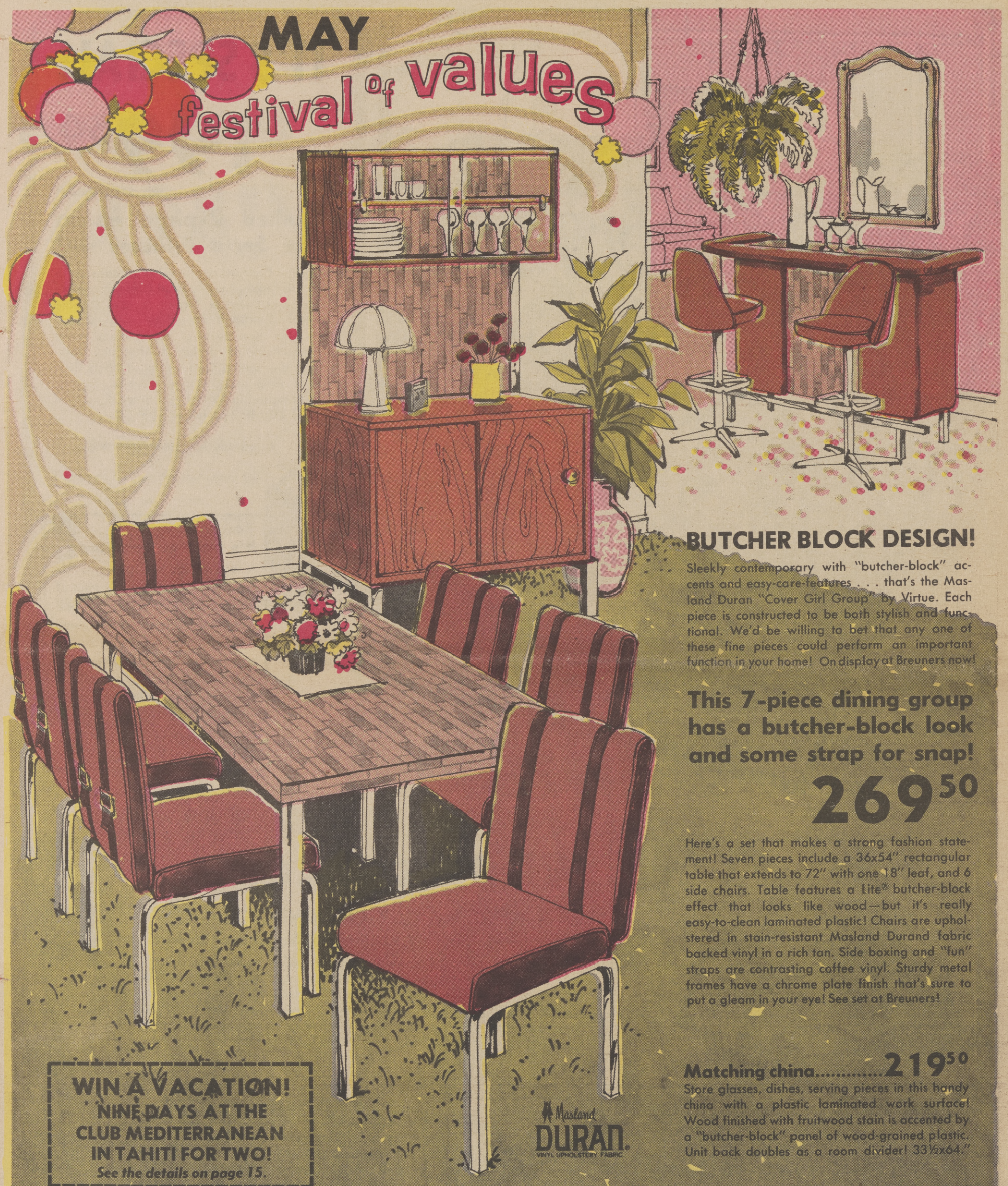
Includes: Round trip flight via UTA jet French Airlines
2 nights on Bora Bora — stay at Club Med's Hotel Noa Noa
6 nights on Moorea — your own palm-thatched Club Med "fare"
Very special all-inclusive Club Med vacation
Very special kind of Club Med vacation — includes entertainment, recreation, the use of water sports equipment and instruction by their qualified personnel!



12 SECOND PRIZES . . .

one for each of the twelve Breuners stores!
Winners may take their choice:
A Polaroid SX-70 Color Land Camera
Takes pictures that turn to full color, in seconds!
OR $150 Paid-up Breuners Account Imagine! $150 that applies to anything you choose!

MAY festival of values



BUTCHER BLOCK DESIGN!

Sleekly contemporary with "butcher-block" accents and easy-care-features . . . that's the Masland Duran "Cover Girl Group" by Virtue. Each piece is constructed to be both stylish and functional. We'd be willing to bet that any one of these fine pieces could perform an important function in your home! On display at Breuners now!

This 7-piece dining group has a butcher-block look and some strap for snap!

269.50

Here's a set that makes a strong fashion statement! Seven pieces include a 36x54" rectangular table that extends to 72" with one 18" leaf, and 6 side chairs. Table features a Lite® butcher-block effect that looks like wood—but it's really easy-to-clean laminated plastic! Chairs are upholstered in stain-resistant Masland Durand fabric backed vinyl in a rich tan. Side boxing and "fun" straps are contrasting coffee vinyl. Sturdy metal frames have a chrome plate finish that's sure to put a gleam in your eye! See set at Breuners!

Matching china.....219.50

Store glasses, dishes, serving pieces in this handy china with a plastic laminated work surface! Wood finished with fruitwood stain is accented by a "butcher-block" panel of wood-grained plastic. Unit back doubles as a room divider! 33½x64."

3-pc. bar set.....199.50

An entertaining idea from Breuners! The bar itself is tan vinyl with a "butcher-block" front of laminated plastic. High back vinyl stools have a chrome finish base — as does the bar. The whole set can be cleaned with the wipe of a damp cloth!

WIN A VACATION!
NINE DAYS AT THE CLUB MEDITERRANEAN IN TAHITI FOR TWO!
See the details on page 15.

Masland DURAN® VINYL UPHOLSTERY FABRIC

Breuners

SERRAMONTE • PLEASANT HILL • OAKLAND • SACRAMENTO • CAMPBELL • SAN CARLOS • STOCKTON • VALLEJO • RICHMOND • FRESNO • RENO